

# GADGETS<sup>TM</sup> MAGAZINE

THE PHILIPPINES' FIRST

LIGA JANKOVA  
Model about town

IDEASPACE

A foundation for  
technopreneurs

HOME  
OF THE  
FUTURE

LG Innofest and  
Samsung SEA  
Forum 2015

NEW  
BEGINNINGS

Your tech guide to the real world

APPS FOR AN  
EASY-PEASY  
WINDOWS PC

Setting up your new  
Windows PC needn't be  
rocket science

PHP 150



MAR 2015 • VOLUME 07 • NUMBER 15

## REVIEWED

Microsoft Lumia 535 • Happy Mobile Prive  
Lenovo Yoga 3 Pro • Asus T100T • MyPhone Uno  
Huawei Honor Holly • Brother DCP-L2540DW  
Hyundai Grand i10 • BAIC A115 A/T Hatchback  
Ford Escape Titanium





# SHARP

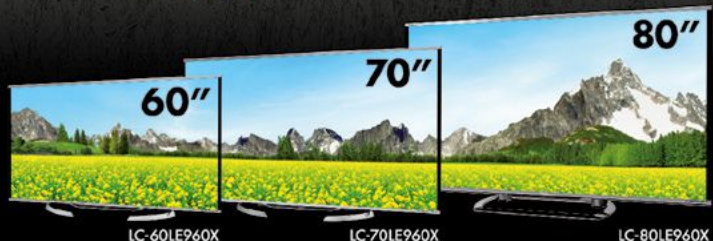
## BEYOND UHD EXPERIENCE

Comparing Quattron Pro model (LC-70LE960X) with our UHD model (LC-70UD1X)



DORAEMON ©FujikoPro

**AQUOS**  
Quattron Pro



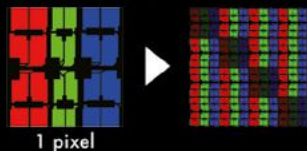
It's the new SHARP AQUOS Quattron Pro! Created by SHARP to enhance your viewing pleasure even greater with details that rival Ultra-HD TV, more brilliant color reproduction and brighter images. Now you can experience viewing quality beyond definition! Enjoy crisp, vivid picture quality with existing HD broadcasts!

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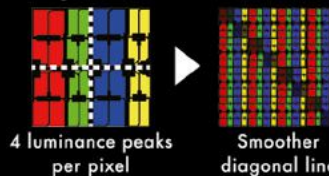
#### FULL HD



1 pixel

VS

#### QUATTRON PRO



4 luminance peaks  
per pixel

Smoother  
diagonal line

For more information on AQUOS Quattron Pro, please log on to [www.aquos-world.com](http://www.aquos-world.com)  
ASC Reference Code: S021P120214A

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The quintessential gadgets girl who loves all things Mac, red, and blingy. She's also recently taken a liking to Windows phones. What's in her bag? Lots of wires and cords, several external drives, and power banks. Hide your flash drives, though, they disappear around her.

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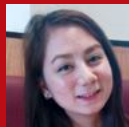
@presy1121



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Cla at 23 is still figuring out how to be an adult. Her everyday life consists of toy hunting, geeking-out, bookstores, art shops, and Game of Thrones—all while trying to hide her Wonder Woman suit.

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**LENG DESUASIDO**  
GRAPHIC ARTIST

A foolish girl guided by her passions, a little bit of planning, laughter, and yarns.

@lengdesuasido / @lengdrawsobjects



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CONTRIBUTOR

You'll never find Jose without a controller in his hand—in fact, the WASD keys on his keyboard have been worn out over the years. Aside from games, he also religiously follows several sports, especially soccer, and always has a joke ready to lighten any mood and put a smile on someone's face.

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In the Philippine academic calendar, March is traditionally graduation month, when students march off into the world armed with freshly minted diplomas. Graduation ceremonies are also billed as "commencement exercises" to signal the start of a new chapter in life.

For this issue, our theme is about beginnings, and our 3-part cover story focuses on the essential gear that fresh graduates, young professionals, and new entrepreneurs need to get going.

IdeaSpace, an incubator for tech start-ups, shares with us how they are helping innovators turn their ideas into viable enterprises. In the Mobility section, Foton introduces their line of commercial vehicles that can get a business moving.

Our muse for this issue is Latvian beauty Liga Jankova, whose exquisite allure is sure to kindle new beginnings.



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GADGETS Magazine is published monthly by  
**Great Minds Media Incorporated.**  
Address all correspondence to  
**Unit 801-802, The One Executive Office**  
**Bldg., #5 West Avenue., 1104 Quezon City.**  
Our telephone number is: **288-8588**  
Our website is: **www.gadgets magazine.com.ph**  
Our email address is:  
**editors@gadgets magazine.com.ph**

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Here are the tech toys that registered on our radar.

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There's nothing like the real world to measure the mettle of a gadget.

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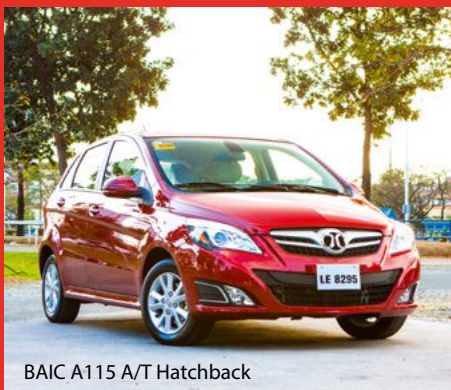
### GEAR FOR THE REAL WORLD

Don't go charging into the battlefield without our list of tech must-haves.

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We push the envelope so you won't have to.



BAIC A115 A/T Hatchback

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## 42

### IDEASPACE

Where innovative ideas are turned into reality.



# D5500



## I AM YOUR CREATIVE TOUCH



**I AM THE NEW NIKON D5500.** I am intuitively designed to empower your creativity. Experience the convenience of a versatile vari-angle touch screen monitor and intelligent eye sensor, all in a stylish, lightweight and sturdy body. Capture imagery of impeccable quality with the 24.2-megapixel image sensor and EXPEED 4 image-processing engine, and take advantage of the built-in Wi-Fi® for easy sharing. I am made to inspire. visit our website: [www.nikon.ph](http://www.nikon.ph) follow us on instagram: @officialnikonph like us on facebook: [www.facebook.com/nikonphilippines](https://www.facebook.com/nikonphilippines)

*At the heart of the image*





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## BITS & BYTES

Your newsletter for everything tech.





# cherry mobile ONE



Always the latest from Google™

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Android™ 5.1 (Lollipop)  
MTK 6582m Quad Core 1.3GHz Processor  
Dual SIM / Dual Standby  
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ROM: 8GB | RAM: 1GB  
3.5mm Stereo Audio Jack  
Expandable Micro SD up to 32GB  
HSPA+  
Wi-Fi  
GPS  
Bluetooth



FREE  
**8GB**  
MicroSD

androidone

MEDIATEK



## Nikon D5500 ▶

DSLR

The Nikon D5500 takes your photos to new creative heights with its 24.3MP sensor, optical low-pass filter, and a speedy EXPEED 4 image processing sensor. With a camera as great as the D5500 in your hands, you would want to capture everything in sight. Apart from snapping remarkably sharp and vivid images, it supports a wide range of ISO and includes an enhanced Picture Control system, 39-point autofocus (AF), and support for Full HD video recording in 60p format. This DX-format camera is lightweight and slim so that it is easy to stow in the bag and take out whenever the photographer in you calls. Perfectly complementing its compact body is its wireless connectivity that allows you to post photos anywhere you are via your mobile device. Also, it comes with a vari-angle LCD monitor with touchscreen control, intelligent eye-sensor, and optimized image review for complete photographic freedom.

**PHP 42,900**



## ◀ Honda Click 125i

Scooter

Pull up at a spotlight and turn heads with Honda's newest premium motorcycle, the Click 125i. It comes in either pearl horizon white, asteroid black metallic, or candy rosy red. This handsome two-wheeled steed revs a 4-stroke, SOHC-2 valve, liquid cooled engine with a 124.8cc displacement capable of 11.4Ps @ 8,500rpm and 11.16Nm of torque @ 6,500rpm. It can go the extra mile with a fuel efficiency rating of 64.3km/l thanks to various eco-friendly technologies such as Enhanced Smart Power and the Idling Stop System. Other features like a Combined Brake System, extra-large seat compartment, magnetic ignition key, side-stand switch, and LED headlights round what Honda calls the "future of scooters."

**PHP 87,900**



## LG 65UF9500 ▼

### UHD TV

The home theatre experience is no longer complete without a UHD TV, and LG has one to rule them all. The impossibly thin LG 65UF9500 boasts an impressive multi-channel ULTRA Surround System created in partnership with Harman/Kardon, and an integrated Auditorium Stand designed to bounce sound towards the viewer to make the audio stand out even more. LG's ColorPrime ULTRA HD TVs deliver exceptional 4K resolution with LG's In-Plane Switching 4K panels that render colors as close to real life as possible today. Amazingly wide viewing angles and deeper blacks mean every seat is the best seat in the house.

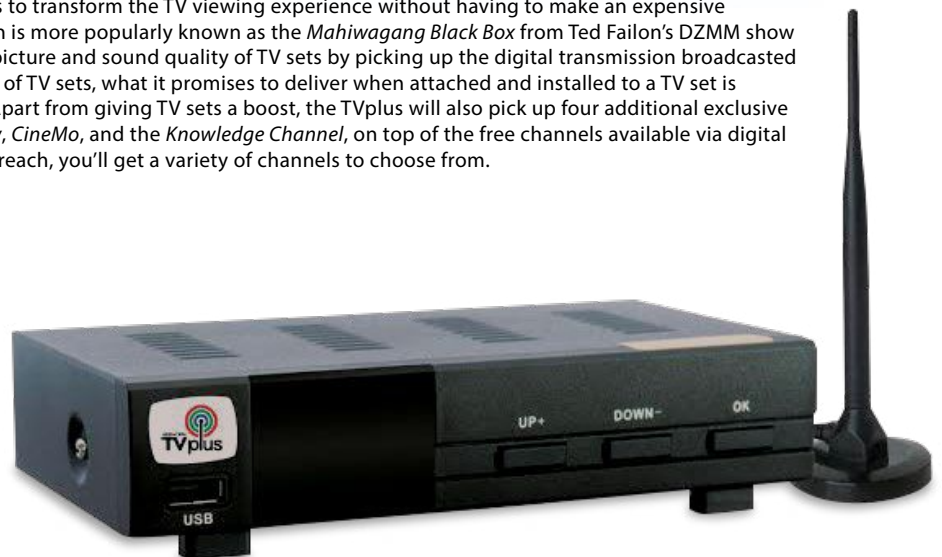


## ABS-CBN TVplus ▼

### Digital Terrestrial Television

The ABS-CBN TVplus is a digital box that promises to transform the TV viewing experience without having to make an expensive entertainment system upgrade. The TVplus, which is more popularly known as the *Mahiwagang Black Box* from Ted Failon's *DZMM show Failon Ngayon*, is a digital box that improves the picture and sound quality of TV sets by picking up the digital transmission broadcasted by TV networks. Developed to work with all kinds of TV sets, what it promises to deliver when attached and installed to a TV set is comparable to the output from movies on DVD. Apart from giving TV sets a boost, the TVplus will also pick up four additional exclusive free-to-air channels, such as *DZMM TeleRadyo*, *Yey*, *CineMo*, and the *Knowledge Channel*, on top of the free channels available via digital transmission. As long as it is within the receiver's reach, you'll get a variety of channels to choose from.

**PHP 2,500**







## ◀ **Lenovo A5000** Smartphone

For the always-up-and-about professional, a reliable smartphone is the productivity partner you shouldn't forgo. The Lenovo A5000 boosts productivity with its impressive battery life, HD screen, and built-in productivity apps—*Lenovo DOit apps*, *Evernote*, *Kingsoft Office*, *Camcard*, and *CamScanner*. In this fast-paced environment, the last thing you need is a smartphone that takes forever to charge. The A5000 promises you a full charge of its 4,000mAh battery in just three hours with its Quick Charge feature. It also boasts an expandable memory of up to 32GB via a microSD card and a 5.0-inch HD screen coated with a patented Splash-Proof Nano Coating.

**PHP 6,999**

## **Lenovo S90 ▶** Smartphone

No gathering would be complete without candid selfies to upload online, so what better way to capture your awesome snaps than with a smartphone that comes with not just one, but two impressive cameras? The Lenovo S90 kicks the selfie game up a notch with its built-in 8MP front-facing camera, but it doesn't stop there. Along with its striking front snapper is an LED flash and low-light BSI sensor for taking selfies anywhere, even in poorly-lit areas. On its back is a 13MP PureCel camera that guarantees you clear and fine-detailed pictures. Complementing its dual-cameras are a Super AMOLED HD Display, beautiful aluminum alloy unibody design, dual-SIM slots, 4G connectivity, 64-bit Snapdragon processor, and 2GB RAM, all equating to a performance that wouldn't disappoint. The Lenovo S90 comes in hues platinum, graphite grey, and champagne gold.

**PHP 13,999**





## ◀ **Lenovo P70** Smartphone

You know things are taking a turn for the worse when your battery icon turns red in the middle of the day. With the Lenovo P70's 4,000mAh battery, you are granted the liberty of getting places far from the outlet even with a critical deal to close at the end of the day. For those times you need to top up in a hurry, the handset comes with a quick charge feature which allows for a full charge in just three hours. It also comes with an efficient power-saving software and OTG charging. Apart from the convenience its battery and many power options offer, its hardware attests to this handset's credibility. Under the hood is a MediaTek 64-bit 1.7GHz 4G LTE True8Core processor paired with 2GB of RAM, giving you smooth and fast performance whatever app you run. Up front is a 5-inch display along with a 13MP camera on the rear and a 5MP snapper on the front. The device clocks a light 149g and packs many features in a slim 8.9mm profile.

**PHP 11,999**

## **Beats Studio 2.0 ▶** On-Ear Headphones

In a year, there are days you feel like just blocking out the world, and in particular, all the annoyances that live there. During these times, you know earphones just won't do. You need an upgrade. Giving you a full home cinema system-like listening experience, with less than half its cost and bulk, is the Beats Studio 2.0. This sophisticated, high-end pair of cans bolsters the audio quality of your tunes with its in-house Adaptive Noise Cancelling and Beats Acoustic Engine making the experience as real as having the artist play for you in person. This iteration of the well-loved Beats Studio has no visible screws and comes paired with a durable headband and comfy ear cups. Apart from a well-crafted exterior and superior sound engines, it also comes with a 20-hour rechargeable battery, remote talk, and is finished in champagne and metallic sky available in black, red, white, and blue.

**PHP 18,500**





## ◀ Canon IXUS 160 Digital Camera

Sporting a 20MP CCD image sensor and an 8x zoom lens with a range of 28-224mm, this compact snapper boasts of superb image quality perfect for capturing moments that mean the most to you. Its zoom lens is efficiently paired with Canon's ZoomPlus technology that doubles its zoom range, so you get that perfect shot even from afar. Housed in a slim and streamlined form factor, the IXUS 160 is not only a looker, but is also mighty fast with a DIGIC 4+ image processor taking care of business. The IXUS 160 comes in variants black, white, and red, made for the everyday user.

**PHP 4,998**  
(with 4GB SD card, camera case, and 3-year warranty)



## Canon IXUS 170 ▼ Digital Camera

The new IXUS 170 features a 20MP CCD sensor, along with a 12x, 25-300mm lens, which makes the camera capable of producing high-resolution images and HD movies with a cinematic frame rate of 25FPS. Despite it bearing a very capable zoom lens, the IXUS 170 manages to impress with its compact and lightweight body, perfect for bringing along to document day-to-day activities with. Designed for sharp photos, even when zoomed in, the IXUS 170 comes equipped with the Intelligent Image Stabilization (IS) technology, which automatically corrects incidental movement while shooting so images come out clear, and a DIGIC 4+ image processor for faster shutter speeds, in addition to excellent image quality.

**PHP 7,998** (with 4GB SD card, camera case, and 3-year warranty)





ELIFE S5.1



5.15 mm







## ◀ Cherry Mobile Fuze S Smartphone

With all the advancements in mobile technology, it's almost unforgivable that even the most powerful phones suffer from a glaring Achilles' heel: the lack of a marathon-winning battery. One of Cherry Mobile's newest wares, the Fuze S, forgoes this weakness with its monster 4,000mAh battery ensuring it will last you a day and then some. Helping lengthen uptimes, while ensuring performance is a power-efficient 1.4GHz octa-core processor, Mali450 GPU, 1GB RAM, and 5-inch display with just enough resolution as to not be a battery hog. With the Fuze S in tow, you can enjoy day-long data, games, and multimedia while your friends scramble to find the nearest wall outlet.

**PHP 4,499**

## Cherry Mobile Cosmos One Plus ▶ Smartphone

Cherry Mobile has really impressed us with their devices of late, and they continue to do so with the Cosmos One Plus. The One Plus, which is, quite honestly, one of the best devices we've seen from the local brand, packs a lot of amazing features in a single, affordable package. At the heart of the device is a 2.0GHz, octa-core processor, a huge 3GB of RAM, and 32GB of internal storage. It runs Android 4.4.2 KitKat, and its 5.5-inch OGS screen is protected by Corning Gorilla Glass 2. Keeping the Cosmos One Plus ticking is a removable 2,700mAh battery, that promises all-day performance, even with dual-SIM, dual-LTE switching giving you scorching-fast mobile data. To top everything off, it has a 14-megapixel Sony IMC sensor behind its main camera, and microSD compatibility, so you have all the space you'll ever need.

**PHP 13,999**



## Elecom Clear PC Glasses ▼

### Glasses

We love our computers, phones, and tablets, but boy, do they not reciprocate that feeling. Fatigued eyes, headaches, and even bad eyesight are just some of the results of our love affair with the glaring blue lights of these devices. Helping us cut down on the harmful UV rays are these PC Glasses from Elecom. Made with plastic lenses with an AR Coating, they provide clear visibility while blocking 99.9-percent of ultraviolet rays and 36-percent of blue light. The frames were molded from TR90 thermoplastic material making them incredibly durable, light, flexible, and comfortable to wear for long periods of time. With many different color and style choices available, you can have hours of stylish and safe screen-staring fun.

**PHP 1,800 to PHP 2,500**



## ◀ Elecom LBT-SPP500

### Bluetooth Speaker

A generic-looking speaker set is really a pain to look at, with all its bulk, cables, and a boring face. Liven up your table and audio experience with this cup-shaped Bluetooth speaker from Elecom. It pumps out beats in 360 degrees, thanks to its 3W speaker output, all the while looking good with its pastel color scheme. All you need to do is pair it wirelessly with your music device, play with the touch controls up top, and walk away as it fills the room with music. Completing the no-frills package is the rechargeable battery: just place it on the saucer-shaped dock and it automatically refills the juice, no strings (or wires) attached.

**PHP 6,890**



## Asus Strix GTX 960 ▶

### Graphics Card

At the service of the glorious PC master race is Asus, this time with the affordable yet powerful Strix GTX 960. It comes overclocked out of the box at a frequency of 1,291MHz and is still boostable up to 1,317MHz. Paired with 2GB of GDDR5 video memory capable of going as fast as 7,200MHz, the Strix GTX 960 muscles even the highest graphics settings into submission. Not even a huge visual workload will get on its nerves, thanks to Asus' Direct CU II cooling system keeping everything chill and whisper-quiet. A 5-phase power design also assures that the card is energy-efficient and will last for the better part of your gaming endeavors. Finally, it comes with Asus' GPU Tweak application with XSplit Gamecaster so you can monitor and control your rig's stats while you record and stream all your crazy gaming misadventures.

**PHP 13,330**



## ◀ Asus Fonepad 7

### Tablet

In terms of device size, one inch can mean the difference between handy and unwieldy. If you're one of those who thinks 7-inches is just the right blend of portability and practicality, then you should give the dual-SIM Asus Fonepad 7 a go. It boasts full phone functionality in a package with a 7-inch IPS display, 1.2GHz dual-core Intel Atom Z2520 processor, 2GB RAM, 16GB ROM, 5GB lifetime Asus WebStorage space, and a 4,000mAh battery for people who live mostly away from the outlet. Its 2MP front camera is paired with a 5MP PixelMaster main snapper with f/2.4 aperture for bright and well-lit photos. With those features and an attractive price, the Fonepad 7 will be a dependable companion day in and day out.

**PHP 6,995**

## Asus Fonepad 8 ▶

### Tablet

You want the functionality of a smartphone with the screen size dedicated to on-the-go productivity? The Asus Fonepad 8 might be the tool for you. This dual micro SIM device is equipped with the powerful yet energy-efficient 64-bit Intel Atom Z3530 quad-core processor racing at 1.33GHz paired with 2GB of RAM so it can keep up with your daily activities. On board is 16GB of expandable storage with 5GB of lifetime Asus WebStorage space for all your files, including photos from the 2MP and 5MP cameras. The Fonepad 8 runs Android 4.4 overlaid with Asus' ZenUI, to increase functionality and fluidity. All that magic underneath the hood is seen through a beautiful 8-inch 1280x800 IPS screen with 10 touch points. Hey, if you're going tablet, you might as well go big, and you might as well get a sure-fire performer like this one.

**PHP 11,995**



## BlackBerry Classic ►

### Smartphone

No, we didn't accidentally use an image of an old BlackBerry. That right there's the BlackBerry Classic, a whopping throwback to the enterprise phones BB has been associated with. It sees the return of the faithful physical QWERTY keyboard combined with a Trackpad that makes typing emails and notes as easy as if you're doing it on a PC keyboard. For your multi-tasking needs, the Classic is equipped with a 1.5GHz dual-core Qualcomm Snapdragon processor, 2GB RAM, and Adreno 225 GPU. 16GB of expandable storage allows you to store thousands of emails and attachments, as well as the pictures from the 8MP back- and 2MP front snappers, all of which you can view through a 3.5-inch HD touchscreen display. It runs on the latest BlackBerry OS 10.3.1 so you're sure that it won't end up failing just as you're about to close that game-changing deal.

**PHP 20,990**



## ◀ Samsung Galaxy E7

### Smartphone

Selfies are fun. You might think differently, but it's very likely that you've sneaked a few duck-faced, peace-signed, vanity shots during the times you were alone. The Samsung Galaxy E7 will pull that hidden side of you out into the open with its 5MP front facing snapper, and camera app optimized for self-portraits. It also has a 1.2GHz Qualcomm Snapdragon 410 processor, Adreno 306 GPU, 2GB of RAM, and a 5.5-inch HD Super AMOLED display with a 1280x720 resolution to help you with day to day tasks. And if you're doomed to live a life mostly away from the outlet, a 2,950mAh battery will see to it that this Android 4.4 KitKat device will live to see another day.

**PHP 15,990**





**New Blue Lens  
Headlight**



**RAIDER R150**

**Premium  
Color Debut**



**GET EXCLUSIVE R150  
PREMIUM COLOR  
JACKET**

**WITH EVERY  
PURCHASE OF  
THE NEW  
RAIDER R 150**



Promo runs from Feb 1 - Apr 30, 2015  
Per DTI IV-A No.:01-017 Series of 2015  
ASC No.: S002P012315S





**New Blue Lens  
Headlight**



**RAIDER R150**

**Premium  
Color Debut**



**GET EXCLUSIVE R150  
PREMIUM COLOR  
JACKET**

**WITH EVERY  
PURCHASE OF  
THE NEW  
RAIDER R 150**



Promo runs from Feb 1 - Apr 30, 2015  
Per DTI IV-A No.:01-017 Series of 2015  
ASC No.: S002P012315S



# Happy Mobile Prive

Reviewed by Ren Alcantara

**The market is rife with smartphones, mostly in one version of Android or another. For the average consumer, it can be more and more overwhelming, particularly as you go lower down the price ranges. One of the newest players in the local smartphone scene, Happy Mobile, gives us another brand, and several new phones to consider. At the top of their lineup is the Prive, a handsome Android phone, with a few more extras than its price point may let on.**

## DESIGN ★★★★★

The Prive is a pretty phone. It has a pleasant combination of curvy and sharp, with a soft matte finish on the back cover. It gives you a great grip, and does a great job keeping fingerprints at bay. The front of the device is all screen, with a little bit of bezel in there, but not too much as to distract from the overall look of the phone. Buttons are sparse, with only the volume rocker and power button anywhere on the device. The speaker grille is present on the bottom edge, and the USB port and headphone jack are located at the top edge.

## HARDWARE ★★★★★

The Prive has solid, mid-range specs. Under the hood is a Mediatek MT6592, octa-core processor running at 1.7GHz, 16GB of expandable storage, Bluetooth 4.0, and a 13-megapixel main camera, paired with an 8-megapixel front cam. It has an adequate 5.5-inch, 720x1280 screen, for a



### SPECIFICATIONS:

Screen: 5.5-inches, 720x 1280 pixels, 267PPI  
 Processor: Mediatek MT6592 1.7GHz octa-core  
 GPU: Mali-MP450 Graphics  
 RAM: 2GB  
 Storage: 16GB  
 Connectivity: 3G, HSPA+, Wi-Fi 802.11 b/g/n, Bluetooth 4.0  
 Camera: 13-megapixel rear camera, 8-megapixel front  
 OS: Android 4.4 KitKat  
 Battery: 2,800mAh

### What's Hot:

- Pretty form factor
- Fingerprint scanner
- All-day battery

### What's Not:

- Screen drops touch on occasion

reasonable pixel density of 267ppi, and a noteworthy 2GB of RAM. It comes with a 2,800mAh battery, and Android KitKat 4.4 out of the box.

To add a measure of security to your everyday, Happy Mobile chose to include a fingerprint scanner on the back of the phone, just under the main camera. The location of the sensor might seem a little awkward, but is actually at just the right spot to activate when you have the phone in your hand.

The Prive comes with dual SIM slots, allowing you to have two lines live at the same time, though it is important to note that the slots available are micro- and mini-sized, so you may need an adapter if all you have are micro-SIMs.

## USER EXPERIENCE ★★★★★

For a good part of my Prive review, I actually gave up both my main and office phones, so everything I normally did, I had to do on this one phone. First off, was to configure the fingerprint sensor. It was a simple enough affair, with a wizard present to guide me through the process. It was just a matter of swiping my finger on it a few times, for it to learn. I made sure to hold the phone as I would in normal use, to get the angle my finger would naturally take when actually unlocking the device. The phone is able to store up to three finger prints, leaving room for you to register the index finger of either hand to unlock the device. There were a few problems getting it to recognize my fingerprint at first, but re-scanning my right index finger, and saving it in one of the three slots seems to have fixed that problem easily. Once that was done, I could hit the power button to call the lock screen up, then scan a finger correctly about 70 percent of the time. Even if it fails to detect your print, you have a lock code you can enter as a backup.

The phone itself works well. It does pack decent specifications, as we mentioned above, so performance within the UI is fast, with just the slightest delay when opening apps. It runs Android KitKat out of the box, and didn't seem to suffer from very much bloatware, so the user experience was generally pleasant. The screen did have a bit of an issue, at times failing to immediately register dragging your finger on the screen. The action sometimes register as a tap, so there were times



the phone would think I was hitting a link instead of scrolling a webpage.

The camera on the device is adequate. It can take a little moment to capture a shot, but the photos are more than clear for sharing on social media and keeping for the future. It's just a little blurry on the edges, but captures well, particularly when the light cooperates. You're not going to be using this phone to shoot for print, but as a handy daily shooter, it works great. As a bonus, it can even shoot 1080p video. That's something of a feat at this price point.

The Prive packs a large 2,800mAh battery, and it showed in my use. Even with two lines, frequent SNS use, a constant Wi-Fi connection, and the usual personal and business calls, there was no point when I felt I wouldn't make it home before the battery quit on me. Even outdoors and untethered to a Wi-Fi network, I was able to make it home with more than enough juice to keep me from being anxious about power.

## VALUE ★★★★★

An attractive price of PHP 10,999, a competent spec sheet, added features such as the fingerprint scanner, and a beautiful form factor should put this at the top of your shortlist in this price category.

## BOTTOMLINE

If you're not willing to splurge on your next phone, or want a highly capable phone at a decent price, give the Happy Mobile Prive a look.

# Asus T100T

Reviewed by Chris Noel Hidalgo

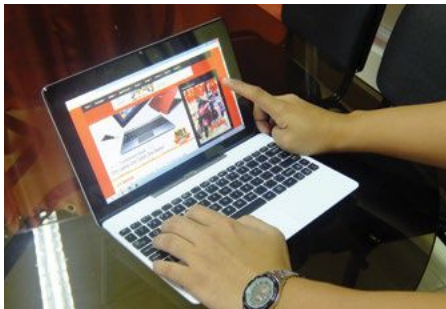
**I was once a hybrid computer skeptic. The thought of touchscreen laptops was outlandish enough for me, but to have the screen actually detachable from the body? That's malarkey. You're either a full-pledged tablet or you're a pure laptop. A device just can't be both. However, all that changed when Ren, *Gadgets'* associate editor, recommended the first Asus T100 to me. Fun to use, powerful, and portable, the T100 was a definite game-changer. Asus recently updated the processor on their tiny hybrid and we got a chance to wring it out for two weeks. Here's the juice on the device I wish I could keep.**

## DESIGN ★★★★★

Straightforward and unpretentious is the T100T's clamshell body which comes in either the original gray, new red, or new silver-y white color options. It's completely devoid of bling except for the shiny Asus logo dead-center at the back. While the aesthetics won't be a head turner, the basic design is certainly not an eyesore as well.

The tablet part of the T100T has the speakers flanking the Asus emblem; the microSD slot, microUSB, mini-HDMI, and headset jack on the right edge; the volume rocker and Start button on the left; up top are the sleep/wake/power button and microphone pinhole; and down below is the attachment mechanism for the keyboard dock.

As I am used to full-sized keyboards, I had a hard time transitioning to the first T100's compact typer. Once



### SPECIFICATIONS:

OS: Windows 8.1 32-bit  
Dimensions: Tablet: 263 x 171 x 10.5 mm (WxDxH), 0.55kg; Keyboard Dock: 263 x 171 x 13.95 mm (WxDxH), 0.60kg  
CPU: 1.47GHz quad-core Intel Atom Z3775 with Bay Trail architecture; burst speeds up to 2.39GHz  
GPU: Integrated Intel HD Graphics  
Memory: 2GB DDR3 RAM; 64GB eMMC in tablet; 500GB HDD in keyboard dock; expandable via microSD  
Display: 10.1 inches IPS HD multi-touch screen; 1366x768 pixels  
Dock: Detachable chiclet keyboard with multi-touch trackpad  
Battery: 2-cells, 31Whrs Polymer Battery  
Camera: 1.2MP front-facing camera  
Connectivity: Wi-Fi; Bluetooth 4.0  
Ports: microUSB; mini-HDMI; USB 3.0; headset jack

### What's Hot:

- More powerful than ever
- Perfect for productivity on the go
- Battery life is superb

### What's Not:

- Build quality could have been improved by just a bit

used to it though, I could key in documents and inputs with my eyes closed, though my big hands still got fatigued after just a few hours of solid typing. The updated T100T's keyboard remains largely unchanged, with the miniscule trackpad below the keys and the USB 3.0 port on the left edge. There's also a button just above the 'board which ejects the tablet from the dock.

## HARDWARE ★★★★★

From its predecessor's Intel Z3740 quad-core processor clocked at 1.33GHz, the updated T100T boasts the newer Intel Z3775 with a faster frequency of 1.46GHz, promising better performance with CPU-intensive tasks while being even more power efficient. It's paired to 2GB of RAM, Intel's integrated HD Graphics, and a whole bunch of internal storage space.

Mind you though that while our review unit had 64GB of storage in the tablet and 500GB in the dock, not every Asus T100T ships with the same; some only have 32GB, and some don't have an HDD in the keyboard. Check before swiping your card!

The build quality is sturdy and hefty enough as to not feel toyish. However, beware that power button and hinge connection. The former sometimes gets stuck—you have to pry it out with a bobby pin or something just as thin—and the latter's smooth swinging action might tempt you to bend it back farther than it can. Powering everything is a battery rated to go almost half a day with moderate use.

## USER EXPERIENCE ★★★★★

The Bay Trail processor really is a little beast. I could play relatively new games at medium to low graphics settings and it barely complained. *Need for Speed: Most Wanted*, *Counter Strike: Global Offensive*, *Portal 1 and 2*, *Civilization 5*, and even *NBA 2K14* all ran smoothly with the slight sacrifice in visual quality. I also used the T100T to play

around with some videos using *Vegas Pro 11* and previews only stuttered once I stacked a handful of footages on top of each other.

An additional plus is that it's very light. I've travelled a lot with my laptop and let me tell you, at the end of the trip I'd always be looking for a good backrub and mefenamic acid. Not with the T100T though. Its weight is barely noticeable and its size means I can stuff a couple more things into my knapsack.

In terms of on the go productivity, the T100T gives you the up- and response time you'd expect from a tablet, but with the convenience and practicality of a keyboard. Never have I tried to do any work on my sizeable laptop, but with the T100T, I found myself typing reviews on the bus, plane, and anywhere I had a couple of minutes to kill. That also means multimedia, whenever, wherever.

As an added point, the convenience of being a tablet makes the T100T a versatile companion. Being a bed potato, I appreciated being able to watch movies and TV series without the laptop's base cooking my chest. I could walk around my apartment swiping away at notifications and news, and then when it's time for business, plug it in the dock and flex my fingers. The experience is second to none, believe me.

## VALUE ★★★★★

Though there are more affordable tablet-dock combos in the market, nothing's quite up to par with the T100T's power and quality. At a ticket price around PHP 20,000, you're getting a hybrid device that outmuscles bigger laptops in the same price range. I'd go as far as saying it can perform better than some more expensive, non-gaming laptops.

## BOTTOMLINE

You'll forget about your computer and regular laptop when you use this one.





# Microsoft Lumia 535

Reviewed by Ren Alcantara

**With the final disappearance of the Nokia brand from the smartphone space, and Microsoft's taking over, we are looking at the dawn of a new age for Lumia devices. As one of the first to don the Microsoft mantle, a lot of eyes are on the Lumia 535, and for good reason: this is the future of this particular smartphone business, and an important piece in the Windows ecosystem. Is there enough to keep the hope alive, or is it just more of the same? We had a little time to try and find out.**



## SPECIFICATIONS:

Dimensions: 5.52 x 2.85 x 0.35 in  
Weight: 146g  
Connectivity: GSM, HSPA, Wi-Fi, Bluetooth 4.0, GPS  
Screen: IPS LCD capacitive touchscreen, 5.0-inches, Gorilla Glass 3  
OS: Windows Phone 8.1  
Chipset: Qualcomm Snapdragon 200  
CPU: Quad-core 1.2GHz Cortex-A7  
RAM: 1GB  
Storage: 8GB, expandable via microSD  
Camera: 5MP main, 5MP secondary  
Battery: 1,905mAh

## What's Hot:

- A great way to try the Windows Phone OS
- Nice front camera
- Solid build

## What's Not:

- Battery life could be better



## DESIGN ★★★★★

There was little surprise as to the phone's design when we finally got our hands on it. It bears all the familiar lines and curves of the Lumia devices of old. Our particular unit came in a loud shade of green, as other Lumia devices have before it. It is pleasantly smooth, almost slick all over, and still comes with the single removable back shell we have come to associate with Nokia's Lumia phones.

The front of the device is bare, with only the screen and no soft keys to be seen. The only hard keys present on the whole device are the volume rocker and power button on the curved right edge of the phone. The 3.5mm jack is located at the top of the device, the back houses the main camera and LED flash, and the bottom has the microUSB port for charging and data sync. The device feels nice in hand, with just enough weight to be substantial, but not unpleasant. There isn't a sharp edge to be found, which is worlds better than other devices that can be a little uncomfortable to hold up to an ear, or stow in a pocket for a significant amount of time. It is really pleasant to hold, which is great in my book.

## HARDWARE ★★★★★

The 535 is positioned as a mid-level smartphone, and as such, carries an appropriate spec sheet. It has a large 5-inch screen, with a resolution of 540x960 pixels, for a screen density of about 220ppi; enough for all practical uses, though not quite sharp enough to render the individual pixels invisible. The screen is protected by Corning's Gorilla Glass 3, for good measure.

Under the hood, the device runs the Qualcomm Snapdragon 200 chipset, and a 1.2GHz quad-core processor with 1GB of RAM. While it might seem a little anemic, that's just on paper. With the optimization Microsoft has put into Windows Phone 8.1, there's little to worry about regarding performance.

The 535 has a 5-megapixel main camera, as well as a 5-megapixel front camera, for higher-resolution selfies should the need arise. It has a fairly large, 1/4-inch sensor, which should take better photos, at least on paper.

As for connectivity, it is an HSPA device with two SIM slots, letting you cut your daily carry gear by one phone. Wi-Fi, Bluetooth 4.0, and GPS come standard.

## USER EXPERIENCE ★★★★★

I generally have mixed feelings about Windows Phone devices. The software is solid, simple, and slick, but it does take some getting used to. Once you've switched gears, however, you're left with an OS that is actually very nice to use, if just a little short on apps. Still, the implementation of Windows Phone is flawless, as usual. The live tiles, smooth, stutter-free performance, and

straightforward usability make me wonder if I pitched my tent in the wrong OS camp.

One of the things used to headline the 535 is the camera. At 5 megapixels, it's not necessarily the most impressive on paper, but the proof of the pudding is in the eating. The main camera takes decent photos. The colors are a little on the weak side, but brightness wasn't lacking in the least. There are better cameras to be had, but those are generally at price tiers significantly higher than where the Lumia finds itself. Of particular note is the device's front camera, which is also 5MP, and has a wide-angle lens, so you can catch more people in large groupies. The front camera is noticeably better than a lot of other devices at this price point, which should be great news for the camera-conscious among us.

Battery life was a little short for us. The Lumia has a rather small 1,905mAh battery, and for a screen size such as that on this phone, it's a little light, even with the lower pixel density on the Lumia. This shows in daily use. In most days we were using the device, the phone would go into power-saving mode before the end of the day. If you intend to use both SIM slots, and frequent mobile internet, you might have to set some cash aside for a decent power bank.

## VALUE ★★★★★

This is where the Lumia 535 shines. Most users who look at this phone aren't after top-tier specs, though they rightly expect a decent user experience. The Lumia 535 gives you just that, at a reasonable price point. OS issues mostly stem from my being deeply entrenched in a different one, and shouldn't be a problem given a few minutes of use. It's affordable, reliable, and has a great pedigree. That's a winner in our book.

## BOTTOMLINE

While it's not a flagship device, it's a solid way to get into the Windows Phone ecosystem.

# Huawei Honor Holly

Reviewed by Mia Carisse Barrientos

**The smartphone trend has grown into a competitive marketplace filled with a variety of offerings large and small. If you don't offer something new to the highly volatile smartphone arena you will slip through the cracks. To avoid this pitfall, manufacturers put their brains together to create smartphones that will create a buzz in the market. The Huawei Honor Holly is the Chinese company's bid to get a footing in the value-for-money smartphone range. Let's see how it fares.**

## DESIGN ★★★★★

The Huawei Honor Holly comes in a clean dual-tone plastic body that doesn't look and feel cheap at all. Its 5-inch HD display is bordered with an approximately half-centimeter black bezel; rather thick, if you like your display real estate a tad larger. Above the display, the earpiece is strategically placed along the front snapper and sensors. The three capacitive buttons for when navigating the phone is located below. It's back is a white removable cover that houses the rear camera, speaker grille, and the Honor emblem. Giving the phone a quick once over gives you edges that are curved and though bulky, getting a grip on it is easy.

Atop the device one can find the audio jack. The left side bears no physical buttons. While on its right, the power button and volume rocker sits. The micro-USB slot is on the bottom.

## HARDWARE ★★★★★

Prying off the rear cover requires patience (and long nails) as there is no furrow to help you pop it open. The best thing to do is get a good hold on the

micro-USB port and slide along the edges. After the challenge of taking the rear cover is complete, you will see the battery, microSD and dual micro-SIM slots.

What makes this phone a steal are its specs. The Huawei Honor Holly makes a stand among its segment competitors with its 16GB onboard storage and expansion of up to 32GB via microSD. Powering its functions are four cores clocked at 1.3GHz, complemented by a Mali-400MP2 GPU and 1GB of RAM. Rounding up this category is a 2,000mAh battery. All of which is plenty considering its price proposition.

## USER EXPERIENCE ★★★★★

Coming from a phone with a rather impressive display, the Honor Holly's 5-inch IPS LCD panel definitely lacked luster. However, keep in mind that this phone is designed and priced for the budget conscious. On the bright side, the screen allows for good viewing angles with vivid images and crisp text; perfect for navigating its Android 4.4.2 overlaid with Huawei's color-packed Emotion UI 2.3 skin it comes with out of the box.

If you scroll through your social media feeds before bedtime, the three capacitive buttons might be a bit frustrating, as they aren't backlit. Adjusting the screen's brightness a little higher spills enough light on them to render them visible.

In general, we don't expect phones with a budget tag to make our jaws hang in amazement performance-wise, however, the Honor Holly did manage to impress with its smooth response to tasks thrown at it. We had it run *Plants VS Zombies 2* and *Stick Hero*, and the overall experience was good. It also recorded average benchmark test scores. Though we did face occasional stuttering, it shouldn't be a matter to crease your brows over.

The 8MP primary camera gives you images with just the right exposure given it is used in areas with fairly good lighting. Images come out fine-detailed and sharp.

Meanwhile, video playback of its 1080p clips came as an enjoyable surprise. Picture quality suffers in low-light conditions, but you have the LED flash as a solution to that. We pushed our luck and tried zooming in (in a colored LED-lit amphitheatre), and the Holly produced a pixelized and grainy image.

For selfie lovers, its 2MP front camera will give you hazy images. Think video chat on a webcam, but slightly better. Sound quality is decent—for music, videos, and calls. Its 2,000mAh battery earned a few frowns from me as it drained pretty quickly, or so I think. But a powerbank should give you a quick fix.

## VALUE ★★★★★

The Huawei Honor Holly ticks all the boxes of the tight-budget smartphone buyer checklist. With more than enough storage space, smooth performance, and a decent screen, this handset doesn't need sugar coating to persuade you to pick one up. It won't trump over heavyweights, but it is a good phone to consider when excellent performance is what you are after.

## BOTTOMLINE

Brownie points to Huawei for packing impressive hardware on a value-for-money handset.



### SPECIFICATIONS:

Dimensions: 142.2 x 72.3 x 9.4 mm  
Weight: 156g  
Display: IPS LCD Capacitive touchscreen, 720x1280 pixels  
Operating System: Android KitKat 4.4.2  
CPU: Quad-core 1.3GHz Cortex-A7  
Internal Memory: 16GB  
RAM: 1GB  
Cameras: 8MP rear, 2MP front-facing  
Battery: Li-Ion 2,000mAh  
Connectivity: Wi-Fi, Bluetooth v4.0, 3G (for one SIM)

### What's Hot:

- Solid constitution
- Smooth performance

### What's Not:

- Display can be better
- Battery drains rather quickly







# Brother DCP-L2540DW

Reviewed by Maribelle Alba

**Positioned for the SOHO market, the Brother DCP-L2540DW is a monochrome laser printer that also doubles up as a copier-scanner. We got a test unit to play with at the GadgetsLab. Here's how it stacked up.**

## DESIGN ★★★★★

This printer-copier-scanner comes in a compact package, taking up only 40.9 x 39.9 x 31.8cm of desk space, and weighing only 11.1kg. At the very top is the auto-document feeder that can take up to 35-pages, beneath which is the letter/A4-size flatbed scan glass. In front is a two-line LCD display in the middle of the function buttons.

Below the scanner assembly is the body of the printer, consisting of the paper out tray, a covered manual feed slot, and a 250-sheet paper tray that can accommodate up to legal-size paper.

## HARDWARE ★★★★★

Brother took the needs of the DCP-L2540DW's target market into consideration and packed a number of convenient features into this 3-in-1 equipment. In addition to the usual high-speed USB 2.0 port, it also has an Ethernet port to physically connect to a network router, plus Wi-Fi connectivity for those who prefer to go wireless.

The automatic document feeder is convenient for users who need to quickly scan/copy documents, while the auto-duplex printing feature helps save on paper costs.

This monochrome printer uses electrophotographic LED technology that is said to be more cost-efficient

and reliable than conventional laser printing, with fewer moving parts. The only consumables for the DCP-L2540DW are the single toner cartridge and drum unit. Depending on your printing volume, you have the option of getting either a standard toner cartridge that can print 1,200-pages, or a high-yield toner cartridge capable of 2,600-pages. The drum kit's life cycle is 12,000 pages.

## USER EXPERIENCE ★★★★★

When we first got the DCP-L2540DW, it was frustrating that we could not configure it to connect to our wireless network. Following the advice to position it close to the router did not work. Since our office printers were all accessible via Wi-Fi, not being able to connect to the DCP-L2540DW meant we could use it as a copier, but not as a wireless printer. In the end, I resorted to physically connecting an Ethernet cable for the device to show up on my desktop. I also had to perform a firmware upgrade, and install updated drivers for OS X Yosemite. Following the instructions, I was then able to configure the Wi-Fi settings, after which the DCP-L2540DW worked like a breeze.

Print and copy speeds are good at 30ppm, and image quality while not the best is more than acceptable at 600 x 600dpi. Automatic duplexing allowed us to conveniently print out back-to-back pages. The automatic document feeder was very

## SPECIFICATIONS:

Technology: Single-pass electrophotographic LED  
Memory: 32MB  
Function: Copy, scan, duplex print, wired/wireless networking  
Interface: USB 2.0, Ethernet, Wi-Fi  
Speed: Print up to 30ppm; copy up to 30cpm  
Resolution: Print/copy 600 x 600dpi; up to 2400 x 600dpi high-quality print; optical scanning 600 x 2400dpi  
Copy functions: multistack up to 99pp; 25%-400% reduction/enlargement  
Paper handling: 250-sheet standard tray; 1-sheet manual slot; 35-sheet auto-document feeder  
Paper sizes: A4, Letter, A5, A6, Executive, Legal, Folio  
Paper output: 100-sheet  
Consumables: Toner cartridge & drum unit

## What's Hot:

- Auto document feeder for scanning/copying
- Wireless connectivity, mobile device compatibility
- Automatic two-sided printing

## What's Not:

- Initial wireless set-up is not plug-and-play
- It's monochrome

convenient for copying and scanning multiple pages all at once, and the accompanying utility app made it easy to control the scanning function from your desktop.

It also supports AirPrint for wireless printing from Apple iOS devices, or you can use the Brother iPrint&Scan app with either Apple and Android smartphones tablets.

## VALUE ★★★★★

At PHP 9,950, the Brother DCP-L2540DW provides printing, copying, and scanning capabilities in a compact and affordable package. Wireless networking and automatic duplex printing, as well as a built-in auto-document feeder are additional convenience features not usually expected at this price point.

## BOTTOMLINE

**If you're looking for that all-in-one machine for your home/office needs, the Brother DCP-L2540DW might just be the right piece of equipment for you.**

# MyPhone Uno

Reviewed by Ren Alcantara

**Google, in its bid to get a smartphone in the hands of every man, woman, and child on the planet, announced last year that they had just started the Android One Project. The project, which gives manufacturers a recipe for an Android smartphone is revolutionary for the Android Operating system, as it standardizes a device for manufacture by various brands. This allows Google to give users a great phone that is affordable, with guaranteed, working software updates, similar to the Nexus project. The Android One phones have hit other countries like Indonesia, and India, and now, thanks in part to MyPhone, the One has arrived on our shores in the MyPhone Uno.**

## DESIGN ★★★★★

The Android One, as executed by MyPhone, is pleasingly simple in form. A basic rounded candy bar shape with a removable, matte back panel gives it a pleasant amount of grip. Front and rear cameras are located in the expected places, and a no-frills approach are clear design cues that the manufacturer followed for the device. The Uno isn't out to change the world via flashy design; it's made to make Android available. It's a useful phone that does its job, and that mindset is reflected in the Uno. The Uno is by no means a bad-looking phone; in fact, its simplicity is one of the things that make it special. The front of the phone is likewise bare, with no soft keys, embellishments or other distractions—all you have is the screen, a front camera, and the earpiece. The back is the same. Apart from a round accent piece wherein the main camera and flash reside, the back is plain, with only a MyPhone logo to let you know whose phone it is, and a speaker grille near the bottom.

The right edge of the phone is home to the volume rocker and power button, while the top and bottom edges have the 3.5mm jack and microUSB port, respectively. We just can't emphasize enough how wonderfully simple, and straightforward the phone is.

## HARDWARE ★★★★★

The Uno comes with a quad core 1.3GHz processor, with 1GB of RAM and 4GB of internal, expandable storage. It's no flagship device, but once again, that's not the reason the device exists. It comes with all the standard connectivity features, such as Wi-Fi, HSPA+, and Bluetooth, and has a perfectly capable 5MP main camera, paired with a 2MP front snapper. It also has a 4.5-inch screen and a 1700mAh battery that's actually quite large given both the screen size and the device's clock speed.

## USER EXPERIENCE ★★★★★

While it's not as much of a powerhouse as other smartphones in the market at the moment, the user experience levels the playing field immensely. It not only runs the latest version of Android (Lollipop), it will continue to be updated for two years, and in this regard, even beats other flagship smartphones, many of which haven't even announced Lollipop support. Lollipop is designed to work very well with the kind of hardware the Uno ships with, so the Uno understandably works great with Lollipop; it's smooth, snappy, and responsive. The system

optimizations Google put into the OS seem to be working well, beating the Android experience on other Android devices that might have better hardware, but an operating system that is two or three generations old. Lollipop on the Uno also means all of the software goodies from Google are baked in, such as *Google Now*, *Translate*, and the beautiful new design language—all of which are expectedly fluid, capable, and pleasant to use on the Uno.

As a device meant to connect the previously unconnected, the Uno is a milestone. Everything, from Wi-Fi, to the cameras, to the browser, work flawlessly. Google took a look at features people look for in this price segment, and put them in the Uno, which MyPhone in turn included in the Uno.

Battery life on the device is great. Even with two SIM cards, a near-constant Wi-Fi connection, as well as calls and texts, the Uno lasted a whole day and then some. There is little doubt in my mind that with more careful use, you won't be scrambling for an outlet until the end of the second workday from your last charge. As with anything tech though, the Uno has a few things I would like to see improved. The screen is a little smallish by today's standards, so when the keyboard is out, it takes up a lot of the screen, leaving little left for viewing. The screen, while perfectly adequate for everything one would need a smartphone for, also isn't the sharpest out there, so if you've been spoiled by the HD offerings from other phones, you will take notice fairly quickly.

## VALUE ★★★★★

This is where the Uno wins, and until you can show me a device that runs Lollipop, and guarantees updates for as long as this phone does, our opinion isn't likely to change. Since Google itself came up with the specifications, you can be sure that hardware support is solid, and with a sticker price of about PHP 5,000, this is a phone that's poised to take over the segment—it just makes sense to go with an Android One device.

## BOTTOMLINE

Google hopes to change the world with this platform. We think they're headed in the right direction.



### SPECIFICATIONS:

Screen: 4.5 inches  
Processor: Cortex A7 1.3GHz quad-core processor  
RAM: 1GB  
Storage: 4GB expandable up to 32GB  
2x micro SIM  
Connectivity: HSPA+, Wi-Fi, Bluetooth  
Camera: 5MP main, 2MP front  
Battery: 1,700mAh  
OS: Android Lollipop

### What's Hot:

- Great battery life
- Google support for two years
- Wonderful user experience

### What's Not:

- Screen could be a little larger







# Lenovo Yoga 3 Pro

Reviewed by Ren Alcantara

**Hybrids are the future of serious mobile computing. Technology has finally caught up and given us laptops that are truly portable, with enough horsepower to well and truly get down to business. At the forefront of this design trend is Lenovo. They have had a history of great computers, and the Yoga 3 Pro is no exception. It combines function, a killer form, and a hybrid solution that is less gimmicky and actually useful.**

## DESIGN ★★★★★

Though it might be weird to call it such, the Yoga 3 Pro is sexy. There's just no other word to describe it. Exquisitely thin, with the slightest bezel, and cool, straight lines, you're going to have a difficult time looking for a laptop, Windows or otherwise, that outshines this beauty. Our unit came in a gorgeous brushed steel finish, and for the first few minutes it was in my possession, I just stared at it.

The hinge of the Yoga 3 Pro is an interesting feature. Made to mimic a watch bracelet, it allows the screen to fold back all the way over, and both looks and feels sturdy enough for a few hundred thousand actuations or so. It's made of metal, and holds the screen positively, with no wonky flapping about during use. The laptop has full-sized USB ports, battery enough for a whole workday's use, and a huge, beautiful 13.3-inch screen.

## HARDWARE ★★★★★

The heart of the Yoga 3 Pro is an Intel M processor running at 1.1GHz, 8GB of RAM(!) and either a 512 or 256GB SSD. It might look dainty, but it really is a powerhouse. The large screen has a tack-sharp, 3200x1800 multi-touch display that's just so pleasant to look at.

Apart from the touchscreen, the device also has a trackpad for when you're using it in conventional laptop mode, and the usual 3.5mm headphone jack, in case you want to plug in and tune out while you're getting some work done.

## USER EXPERIENCE ★★★★★

The Yoga 3 Pro has got to be one of my favorite devices of the year. Using the laptop was extremely

pleasant, given its svelte dimensions. I would easily be able to pop it into my bag and head off without it weighing me down unnecessarily. Since I had no qualms about taking it with me, I ended up using it much more than my office-issued laptop. When I did find a place I could camp to get some work done, the experience was always top-notch. Windows 8.1 is a difficult operating system to beat for productivity, and having all my usual apps at hand meant that I hardly noticed I wasn't at my desk. The Intel M processor and huge 8GB of RAM made sure there was nothing short of hardcore gaming I could throw at the thing to make it stutter. In all realistic working and entertainment scenarios, the Yoga 3 Pro is perfect.

Having such a gorgeous screen is a wonderful thing on this device. Combining it with the multi-mode function that allows you to set the laptop down in tent or tablet mode, enjoying all of that gorgeous display, without the hassle of a large laptop footprint. Watching HD movies on a generous, crisp screen such as that on the Yoga 3 Pro can only be described as "blissful," and something I miss, long after the loaner was taken back. The built-in JBL speakers give great sound quality that is surprisingly loud and present for such a small, thin, light device.

Another noteworthy feature of the device is the touchscreen. One might not fully appreciate the usefulness of a touchscreen on a laptop, but given the Yoga 3's multiple modes, it really adds a level of functionality plain laptops can't match.

While I don't have a single artistic bone on me, my girlfriend, who is much handier than I with art supplies, used the touchscreen to great effect. Tasked with creating artwork for a book in pursuit of her master's degree, she used the Yoga 3 Pro to create the illustrations for the story she had written.



### SPECIFICATIONS:

Dimensions: 11.8 x 9 x 0.5 inches  
Weight: 2.6 lbs  
Screen: 13.3 inches, 3200x1800, multi-touch  
Processor: Intel Core M, 1.1GHz  
Memory: 8GB RAM, 256/512 SSD  
OS: Windows 8.1 Pro  
Ports: USB 3.0, HDMI  
Networking: Wi-Fi b,g,n, 2.4, 5GHz

### What's Hot:

- Beautiful
- Powerful
- Absurdly convenient

### What's Not:

- Pricey

With the aid of a commonly-available capacitive stylus, and a little time, she was able to paint all the pictures she needed, with the convenience of digital media. I was deeply impressed at how versatile the Yoga is. It's the perfect machine for both content creation and consumption, with a form factor that approaches that of a lot of the larger tablets in the market.

## VALUE ★★★★★

The Yoga 3 Pro takes a little hit in the value score just because it's a little on the pricy side. While it does offer a great user experience, not a whole lot of people can justify shelling out the almost PHP 80,000 cost of admission. Still, it offers an absolutely amazing user experience for a particular kind of user. If you're in need of a device that is perfectly mobile, and actually powerful enough to run with more performance-oriented computers, this is a solid bet.

## BOTTOMLINE

If you have the cash to spare, the Yoga 3 Pro is a tough device to beat.



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# INDEPENDENT NEWLY

# GEAR

# FOR THE

# NEWLY INDEPENDENT

Words by Chris Noel Hidalgo

**Whether you've finally finished school or you've gone ahead and grabbed that once in a lifetime opportunity outside the academe, there's no doubt that you're ready and raring to step outside the comfort of your parents' roof into the world of independence. Hold up, though. Don't go packing your things up and moving out just yet. Speaking from experience, it's a huge suck settling in a new place and finding out that you're missing an essential piece of homeware.**

As techies, we here at *Gadgets* can probably make do without toilet paper, a warm shower, or even a proper bed, but send us somewhere without our toys and we'll die of boredom. To avoid suffering that fate, read our list of essential tech must-haves for your first home away from home.

## SMARTPHONE

When it comes right down to it, you can do everything you could ever want on your smartphone. Play games? Check. *Facebook*, *Twitter*, and *Instagram*? Check. Watch movies? You bet. Call your parents and beg to move back in? Fingers crossed that it doesn't come to that, but check as well. It will be your most dependable asset for entertainment so make sure you invest in a capable one. A high-quality processor, 1GB or more of RAM, and internal and expandable storage filled with multimedia will make your times alone much more bearable.

## LAPTOP AND PERIPHERALS

*While smartphones can do most of the things a computer can do, power users need a dedicated workhorse for intense gaming, binge watching, and productivity. A desktop would be a good choice for the mentioned tasks but they're way too bulky, not to mention they'll drive your electric bill absurdly high. A laptop's a better choice in that*

*it's relatively power-efficient and you can easily plop it on your bed on a lazy Sunday morning. Additionally, you probably won't stay in an apartment for more than a year (as is my case) so you'll have one less piece of equipment to worry about when moving.*



### MOBILE WI-FI ROUTER

Hands down, a wired DSL connection is better. You get much better speeds, a more stable connection, and overall something you can count on to surf the web. However, you'd get tied down for at least 24 months, leaving you unable to change your address unless you're willing to pay a hefty relocation fee. If you don't picture yourself staying at least two years in the same pad, get a mobile Wi-Fi hotspot that's open to all networks. That way you can gauge for yourself just how much internet you need and convert your load into one of various prepaid data plans. You also have the luxury of carrying it around wherever you go. Network congestion aside, mobile Wi-Fi's much more practical and convenient.

### KITCHEN APPLIANCES

Fancy eating out night after night? Then be prepared to run out of funds waaaaay before the next payday (unless you have a high paying job, then that's okay). Invest in a few kitchen appliances like an oven, perhaps an electric stove, and maybe even a small personal refrigerator. That way you can buy supplies for cheap at your local wet market, stock them in your fridge, and cook—or overcook—them at home. After all, putting your culinary hat on is always a great way to unwind after a hard day's work.

### SMALL TV

Sure you can watch all the TV shows and movies and read all the news online, yet there's something about the faithful television that the Internet still hasn't quite captured. Maybe it's being a dedicated audiovisual contraption; or maybe it's just a staple part of any household; or maybe it's the spontaneity of channel surfing

and discovering new shows; or maybe it's just the perfect white noise machine for falling asleep. Whatever it is, you can't go wrong with having a television in your abode.

### WATER HEATER

Both for your food and for your shower. Even though it's unhealthy, instant noodles and ramen are lifesavers for when you can't be bothered to make a proper meal or when you're broke and trying to survive. A small electric kettle will see to it that you'll be able to eat in 30 seconds plus whatever your instant food's cooking time is. Meanwhile, the same kettle can be used with a pail and dipper for a warm and comfortable bath. A dedicated shower water heater would also be a good option. Torturous ice baths are for athletes; warm showers are always the way to go.

### NIGHT LIGHTS

It can be quite daunting sleeping through the night alone, especially if you've watched a scary video or played a couple hours of horror games. Grown up or not, most of us would still probably hide under the sheets upon hearing the door creak, the wind whistle, or other stuff rattle. There's no shame in getting a night light to make evenings more tolerable. Plug one in and you'll be able to sleep tight. Just don't look at the shadows.

### POWER STRIP

One with a LOT of electric sockets since your new pad might not have enough space for all the devices you'd need to power. Purchase one with a circuit breaker, power surge protection, energy-saving features, decent wattage capacity, and individual socket switches so it'll be safe to use even with tons of abuse. Don't skimp out on this one. If you do, you risk frying your tech and worst of all, setting your building and other nearby establishments on fire.



### OTHERS

Besides the things listed above, I recommend having these other stuff with you when you settle into your new place: a flashlight (not a candle) for scheduled and sudden blackouts; an electric mosquito killer so the pests can't suck your blood dry; an electric fly swatter so you can hunt down flies in the funnest way possible; and of course, an electric fan so you won't feel like a burrito in your sheets.







# BE G I N N I N G D E S K J O C K E Y

## G E A R F O R T H E

Words by Ren Alcantara

**There are few terms as condescending as “The Real World,” but that’s what it is. In a few short weeks, you yourself might be at the doorway to the same—no more safety nets, full accountability for your actions, and nobody to fall back on for help. Is it scary? Absolutely. There is, however, comfort to be had in the fact that you can always count on your gear to make the transition smoother. Here’s a look at some of the gear we feel you might need as a participant in the daily grind.**

### A GOOD CHAIR

Sure, you’re bound to be issued a chair at your new job. It’s not really cool to give a new employee a desk without a chair. The thing is, the chair you do end up getting isn’t necessarily going to be the most awesome for prolonged sitting. It’s likely going to be just like everyone else’s. You’re going to be spending most of your working life in that chair, or a chair like it, so you might as well get one that works for you. It might not be as “sexy” as other items on this list, but it could easily be argued that it’s a fair bit more important than even a smartphone or other electronic accessory. You should of course check if the office will allow it, but trust us, a comfy chair is going to be one of the best office investments you are ever going to make.

### THE RIGHT SMARTPHONE

This is a tricky item. There are more smartphones in the country than there are jobs (we think), so you’re going to be spoiled for choice. Generally speaking, you can’t go wrong with practically any smartphone. The ability to install apps is great, data connectivity is indispensable, and the ability to contact the people you need to reach are all important things to an office worker. That being said, some smartphones are better suited to the task of serving as your personal assistant.

Based on our experience, you’re going to want a phone with a reasonably large screen. This will allow you to more comfortably browse websites on the down low while at your desk, as well as easily respond to emails, and edit documents when you’re too busy or mobile to be bothered to take out your work laptop. All the major players have devices in all price points that

give you screen sizes upwards of five inches, as well as fast mobile connectivity—both important features in a phone to be used by a cubicle warrior such as yourself.

## GOOD HEADPHONES

What's work without some music? Whether it's tune in and focus, or tune out the loud phone conversations and gossip coming from three desks down, nobody can deny how powerful music is in making a day at the office move along better. You could just blast the tunes from your laptop's speakers, but that might not be the best idea; making enemies isn't really a good long-term strategy at work.

*Great headphones will not only let you focus on your task with the soothing slow jam of your choice, a good pair will also keep the rest of the world out, leaving you alone with your thoughts. And Jon Bon Jovi. There are a lot of things to consider here: closed, open, in-, or on-, or over-ear, wireless, wired. It's a very subjective process that has a lot of potential pitfalls. Just know you can do a lot better than the headphones your smartphone came with. (Protip: Head over to the Music Corner on page 78-79 for more on this topic.)*



## A WORK COMPUTER

Chances are great you're going to have a desktop issued to you. That's fine of course, but you're also going to need a device that will allow you to work off-site every so often. Sometimes, to get work done, a change of scenery is necessary. Now, assuming you have a work machine, a laptop is bound to be relegated to a secondary role, and that's fine. This allows you to get away with softer specs, maybe a little less bulk, and a much lower price tag.

As a secondary computer, a hybrid just can't be beat, unless you're heavy into graphics or something graphically demanding. If all you're dealing with are spreadsheets, emails, word documents, and internet use, a handy hybrid should suit you just fine. They're small and light enough to toss into your bag and bring everywhere, and are still a huge step up from trying to rush a presentation from even the largest smartphones. If you lug around a large, heavy laptop all the time, try swapping it out for a hybrid, and see how much easier your life gets. Just make sure you get a device with a full desktop OS, such as Windows 8 or 8.1, so you



don't lose multitasking, or any of the programs you might be familiar with.

There's a lot more ground to cover, but this is a great place to start. Your options are practically unlimited, so make sure you weigh your options before taking on the corporate world, and make sure you have the right tools for the job.







# STARTUP

## GEAR

## FOR

## YOUR

## STARTUP

Words by Mia Carisse Barrientos

**Whilst carefully timing the arrival of the pizza guy at your doorstep, an unfamiliar thought makes a grand entry on your mind—an idea that can make great profit and help make life easy for the whole of mankind if realized. Taking in the scent of melted parmesan and savory toasted bacon, you resolve to pitch to local incubators who might see potential in it. You throw in your pitch; it's now or never. A couple of restless nights, you wake up to good news in the form of an email. *Voila!* The funds you need are now right in front of you. So, what's next?**

Funding isn't the end of the process. It is about getting your service or product out there. To bolster this leap in the entrepreneurial scene, you will be needing tools to help you navigate this uncharted territory. Here are some good points to help you get your footing before anxiety sets in and you start to question everything.

### AN OFFICE

As it is likely that the business would have to start with just you—it is your genius idea after all—soon enough, you'll have to scope out your friends list, and **jobstreet.com** for qualified employees to team up with. At this stage, you need four fortified walls of concrete to house your miniscule staff in—as it'd be weird to work right next to your mom.

While working remotely is a trend, since it offers convenience and is a smart move when resources are low, having several great minds in one place to discuss will do your startup wonders.

### LAPTOP/DESKTOP

As soon as you've inked your office rental agreement, the next thing you need before the first day of work arrives are mobile devices and desktop computers to place atop the empty desks. If you want to get your startup growing in an upward direction, having these tech toys installed in your office will have your employees' creative juices turned into tangible output.

Since we assume you relatively have little amount of cash in the bank to begin with, getting your team laptops is the solution to your limited budget and space. Opting for a portable device makes for a more versatile working environment as moving around is easy and fulfilling tasks on the road is possible. On the one hand, assembling a desktop may take you a couple of hours but the amount of work you can do with this powerhouse

is substantial. You are given more room to tinker around. With a desktop computer, you can choose to change up parts for better and faster performance, all at a price point that's lower than a similarly-equipped laptop.

Both are quintessential pieces for efficient workspaces; it's up to you which device serves your start-up best. But since I'm already on this, it wouldn't be a bad idea to purchase both. One or two desktops to sit on the workstations of graphic artists or those with heavy workload and a light laptop for employees who need to do field work.

## INTERNET CONNECTION, LAN CABLE, AND WI-FI ROUTER

The Internet has infiltrated workplaces and homes to a point that when it goes down even for just a few seconds, the world descends into chaos.

*This pervasive form of technology has given businesses the flexibility needed to better communicate its services and to advance in the corporate world. Without an internet connection, all functions seem to be put on halt as everything you need and need to know is available online. With this, you should consider going wired, from a reliable internet service provider. Internet speeds depend on the amount of work you'll be needing it for. If your startup comes in the form of websites, you should consider getting a package with faster speeds so problems can be avoided.*

Now that you have a reliable internet connection set up, shopping for the right networking gear comes next. What you need to share the necessity that is the Internet are LAN cables and a Wi-Fi router. A LAN cable is for hooking up your desktop to receive Ethernet signals and the Wi-Fi router is to provide wireless devices with internet. Have your IT guy help you make the decision.

## NETWORK ATTACHED STORAGE (NAS)

With dozens of computers and other devices in the office, cloud storage might not be able to contain the amount of data that will be stashed in it in the long run. This is where a NAS server comes in handy. It is a shared volume to where connected computers and devices can store and access files, in and out. Also, if you have a surveillance camera watching over your office, you can choose to directly have every recording stored in the server.

Having a NAS is better than having to back up files on several EHDDs, am I right?

## SOCIAL MEDIA ACCOUNTS

At present, social media has become an avenue where everyone can promote without having to worry about the skyrocketing cost of buying air time and placing ads on print and broadcast media. Leveraging the reach and power of social media can help startups get to where they need to be. These platforms can help you market your service to millions of people around the world (or where your service is available) without having to spend a penny, unless you choose to boost and sponsor your post.

It might seem as easy as creating your personal account, but in reality, it isn't as simple as that. First, you have to gather an audience. How do you do it? You must create content that will keep them coming back. Apart from the services you



are offering, an interesting page rakes in likes. Your post might even go to lengths of becoming viral and this will have people talking about your goods. Just make sure they're giving you positive feedback.

## COFFEE MAKER

To a soul sucked into the black hole of unproductivity, caffeine is like a portal. A cup keeps you focused. It stimulates the brain to be more productive. In your startup lair, you will need minds as quick as a child on sugar rush. In conclusion, you need that coffee maker. Need I say more?





# MARCHING FORWARD

Words by Mia Carisse Barrientos

For the education calendar in the Philippines, March entails final examinations, rehearsals, and the date every student anticipates, graduation day. That very day marks the end of a school year, but for college graduates, it is rather a send-off to the real world. This means it's time for them to build-up their résumés and go head to head against fellow graduates—not to be confused with dystopian movie plots.

In this issue, we'll be looking at some gear to help you coast along the taxing world outside school.

Photography by **Dookie Ducay**  
Art Direction by **Cla Gregorio**  
Styling by **Addie Mendoza**  
Hair and Make Up by **Anton Patdu**  
Model: **Liga Jankova** of **Titan Model Management**  
Lace top, linen blazer, cropped pants, and sneakers by **H&M**

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# A LEAGUE OF HER OWN

Interviewed by Chris Noel Hidalgo

Bejeweled top,  
drawstring trousers by **H&M**

With a slim figure, tall stature, decisive look, and confident stance, Liga Jankova is a model that just demands your attention.

Hailing from the Baltic State of Latvia, Liga was exposed to the world of modelling at the tender age of 12 when her mother signed her up for modelling classes. That laid the foundation towards a very productive, professional career four years running, and still going strong. While her journey began in her beloved home country, we're fortunate enough to have been included in her life's runway.

The Philippine leg of her craft started in Cebu one year ago with her boyfriend, before they both moved to Manila last October 2014, and boy, does she make full use of her arsenal of skills. Displaying a mastery of the craft in a way that is rarely seen, she's strutted for numerous fashion shows, commercials, and photo shoots during her short stint here in the islands. And now, she can add "Gadgets Magazine Cover Model – March 2015" to her extensive résumé.

Unlike her trendy, take-advantage-of-every opportunity work ethic, Liga's gadget philosophy leans more towards practicality. She currently owns an iPhone 6 and iPhone 4, and is an Apple iOS lover due to the system's simplicity, ease-of-use, and overall reliability, undoubtedly very important telephony elements for a person who is always on-the-go. She has tried a go at the Android experience but the feel wasn't really okay for her.

Don't get her wrong, though. Her appreciation for iPhones doesn't mean she'll fall in line for the next big thing. She skipped the iPhone 5 after all, saying that owning two consecutive releases borders on redundancy. Unless the next generation of Apple smartphones sport revolutionary, game-changing features, then you can count Liga out of the bandwagon.

What's next for Liga, you ask? She's taking off again, this time for Bangkok, Thailand as she continues her travels with her boyfriend. Wherever she may be though, plenty of opportunities surely await this gorgeous journeywoman.



*Sexy*



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# EARL MARTIN VALENCIA

President & Co-Founder, IdeaSpace

Words by Maribelle Alba

## His official bio on the IdeaSpace website reads thus:

*Earl is the President and Co-Founder of IdeaSpace Foundation, and is concurrently the Head of Corporate Development at Smart Communications, the country's largest telecom network provider. Prior to his move to Asia, he was a Business Incubation Manager at Cisco's Emerging Technologies Group in Silicon Valley. He was also a Senior Systems Engineer at Raytheon Space and Airborne Systems where he worked in classified RD Projects for the US Defense Department. In addition to his corporate roles, he had worked at billion dollar VC firms, Investor Growth Capital Menlo Park, and H7Q Asia Pacific Manila. Earl obtained a B.Sc. degree in Electrical Engineering, Summa Cum Laude, from Boston University, a Masters in Systems Engineering from Cornell University, and an M.B.A. from the Stanford Graduate School of Business. In 2012, he was named one of the Manila 40 under 40 by DevEx and Chevron, highlighting the top 40 leaders focused on economic development across the Philippines.*

Sight unseen, this recitation of achievements created an impression of the ultimate tech geek, so it was a pleasant surprise to find a personable and articulate young man, who was happy to share with us the serendipitous twists and turns that have brought him to the helm of IdeaSpace Foundation, possibly the country's first technology incubator.

## Serendipity. Luck. Hard Work.

These words are oft-repeated in Earl's narrative. There is hardly any mention of his obviously superior mental abilities that must have been key to his academic and professional success.

## Tenacity. Focus.

These are also character traits that Earl possesses. As an example, he relates how he applied to his dream university, Stanford, three times for the undergraduate, masters and doctoral programs, only to be rejected each



time. On his final try, he was finally accepted into the MBA Program.

### Love of country.

Despite his cushy Silicon Valley job, when tycoon Manny V. Pangilinan asked him what he wanted to do with his life during their first meeting, Earl replied, "I want to be DOST secretary when I'm 60 years old."

To which MVP countered, "Would you come back to the Philippines if I funded whatever you wanted to do? Why wait till you're sixty?"

It took some months of soul-searching, but Stanford friends reminded him of his avowals that all he wanted to do was help his country. He came home, took on a position in strategic business development with Smart Communications, and worked on R&D initiatives like mobile commerce, location-based promotions, netphone, etc.

IdeaSpace was a side project, intended to be a volunteer organization, to help budding entrepreneurs through a culture of mentoring. Smart executives, in their spare time, and after office hours, could share their expertise with the next generation of innovators. The dream was to show young people that they could have a future in science and technology.

The PLDT group of companies committed PHP 500-million, with the hope that at some point one of the startups could be the next Apple, Cisco, etc.

**In March 2012, when it was launched, "IdeaSpace was a powerpoint, a bunch of talks, and a bunch of us hanging out at night," Earl recollects.**

Burning the midnight oil after work because it was a "volunteer" project, it quickly became apparent that IdeaSpace needed more commitment, so in June 2012, Earl took on IdeaSpace full-time. By September 2012, they launched the first competition, attracting 690 ideas.



This was an eye-opener for the IdeaSpace team, pointing to the pent-up demand with no one addressing the vacuum of early-stage funding for innovators. They also saw that good entrepreneurs were not just in Metro Manila, but from the regions as well. And, most importantly, they realized the need to bridge the power distance by providing ordinary people access to senior executives.

According to Earl, "Through IdeaSpace, people can write their own destiny without being judged beforehand. In the competition, we remove names and affiliation. It doesn't matter where you're from, or where you went to school. Some Pinoy pitches an idea, and people might think he's crazy. In our case, we'd give him some capital to see if he can make it work."

The IdeaSpace competition is open to entrepreneurs with a tech start-up idea in any field. It requires a 2-3 member team to join by filling an online application form. The team then goes through a selection process with several rounds of pitching. Ten IdeaSpace winners receive PHP 500,000 in seed funding, as well as support for incorporation, copyright, housing, office space, technical training, and mentoring in finance, marketing, and design.

In selecting the IdeaSpace incubators, the judges apply the following criteria: Is there a market? Is

there a real need or a pain point they can solve? Is there a technology that is uniquely ours and not just copycat? Is it the right team to execute the idea? Is there synergy with the benefactors or the rest of the MVP group?

After three rounds of the IdeaSpace startup competition, Earl admits that there have been challenges and issues with some of the incubators. In one instance, the members of a winning team decided they did not have the work experience to proceed as entrepreneurs. In another case, disagreements on the share structure jettisoned the project.

Earl and the IdeaSpace team do not expect overnight successes. But they are energized by the response from aspiring Filipino technopreneurs all over the country, and proudly report that for the 2015 competition round, there were some 2,000 drafts with over 1,000 completed entries.

What's the vision for the future? Aside from discovering the next Apple, Earl would like to use IdeaSpace as a springboard for spreading technopreneurship across the country, creating an incubation network that can expand to other countries, and spearheading an innovation ecosystem in the Philippines that can evolve into our own version of Silicon Valley.

**And what makes him think this is possible? Earl believes that the strength of local technopreneurs is that their innovation is based on recognition of real needs. By developing products and services that address real world problems, and doing this cheaply and efficiently, there is excellent potential that these innovative solutions will do well in the global market, particularly for the huge population of developing countries.**



# ideaspace

A foundation for technopreneurs

Launched only in 2012 as a non-profit foundation that aims to help budding technology entrepreneurs, IdeaSpace is a startup for startups. With funding from the Manny V. Pangilinan conglomerate, the organization runs an annual search for the best tech startup ideas that can be nurtured into full-fledged businesses.

The goal is to develop and nurture innovation and entrepreneurship by providing Filipino technopreneurs with a comprehensive support program that combines business incubation and acceleration. By promoting a culture of innovation and meritocracy, IdeaSpace hopes to contribute to a vibrant Philippine economy that is driven by technology and creativity.

Startups enter the program through an annual competition. Winning teams are then provided with seed funding and other critical support to develop their ideas into viable commercial products.

Here are some IdeaSpace projects that are addressing real-world problems through innovative technology solutions.



## THE TEAM

Joshua de la Llana, CEO, five years with National Instruments, with 3 years in academic account management, focus software design, and business management; Chuck Dela Rama, industrial designer, founder of a BSPK Design Studio, focus on product design, prototyping, and manufacturing; Billy Millare, passionate about hardware and software, worked as a team leader on several embedded systems projects in Japan for 5 years focusing on the product and technology.



## TACTILES

### THE PROBLEM

Science and engineering are the pillar of today's economy and attracting children to learn them is crucial. These are best learned hands-on, though most learning kits and toys available in the market are either too complicated for an average user to learn and appreciate, or too inflexible for them to develop the necessary design and analysis skills.

### THE SOLUTION

Their hardware is modular which gives the students the flexibility to design, create, and explore. The blocks are intelligent and allows interaction with its environment and provides the stimulus necessary to aid learning. They are capable of communicating with each other and with other devices allowing monitoring, control, and interaction with PCs and tablets.



### THE PROBLEM

Knee Osteoarthritis (OA) is a painful, debilitating degenerative joint disease. The treatment of choice for this severe disease is joint replacement surgery (TKA). It is standard in most developed countries. In the Philippines and most Asian countries, TKA is underutilized because of cost (PHP 110,000/ implant) and fear (lack of information regarding range of motion, and effective pain relief). Very few orthopedic surgeons perform this surgery aggravating the lack of confidence and predictable results compared with those in developed countries.

### THE SOLUTION

Design, develop, and manufacture a TKA system that is simple and evidenced based, utilizing successful clinical data; improve surgical skills with easy-to-use and surgeon-friendly instrumentation to assure successful and predictable results; and offer very competitive cost so that a greater majority of patients can have access to this technology and improve their quality of life.



### THE TEAM

CEO & Founder Rene Catan, MO. Orthopedic Surgeon with 30 years clinical experience in Knee Replacement Surgery; COO Manny Martinez, 25 years in brand and consumer health care communications; Marketing Consultant Lulu Moguel, professor on corporate strategic planning in the Ateneo GSB; Manufacturing consultant Vernie Reyes, VP and General Manager, Precision Foundry of the Philippines, Inc.; Rolando Tan, President/CEO, Applied Machining Corporation, 20 yrs in Aerospace and Biomedical Engineering; Clinical Epidemiologist Ismael Nino Pastor, MO, 25 years DOH Epidemiologist.



### THE PROBLEM

While over-land online ticketing models exist in other countries, there is none in the Philippines. Passengers physically go to the bus terminals to buy tickets in advance or be at the terminal hours before the trip as a chance passenger.

### THE SOLUTION

For consumers with internet access, book through web and mobile app, pay with credit cards, online banking, and OTC payment centers. For consumers without internet connection, go to partner resellers or travel agents to buy tickets.

### THE TEAM

CEO & Co-Founder Aurora Soriano, 20+ years in telecom industry and led business operations and product development at Bayantel, Globe Telecom, Smart Communications; CTO & Co-Founder Maui Millan, 10 years in R&D and platform development work; NEC & Smart Communications Legal and financial adviser & CoFounder Ruel Soriano, 20+ years corporate & Tax Law, Senior Partner at QM BTI Law Office; Marketing Lead Seppe Roque, representing Hot Air Balloon, a digital agency company in the Philippines; Sales Manager Michael Sabater, 10 years in corporate sales and 5 years entrepreneur.





## THE PROBLEM

The information available to electricity consumers on their electricity bill is not enough to define actionable items on energy cost reduction.

## THE SOLUTION

The WattSmart system provides a disaggregated view of energy consumption in real time, and uses that data to automatically provide actionable energy recommendations. The company provides an integrated hardware and software solution, with access through both mobile and PC-based web browsers.



## THE TEAM

Jaaf Garcia, CEO, 7 years experience in project management and financial modelling of power generation projects; Ralph Ebara, CTO, has 5 years experience in academic research and development; Leni Ebrada, CFO, experienced senior engineer; and Ted Penas, COO, digital signal processing expert



## THE TEAM

Aisa Mijeno, CEO, Faculty Member of Engineering at De La Salle- Lipa; Raphael Mijeno, CFO, Graduate of Business Management, experience in Finance and Accounting; Joefrey Frias, COO, a Registered Mechanical Engineer; Jason Purino, CMO, a Computer Engineering graduate.



## THE PROBLEM

There are over 7,000 islands in the Philippines and most of these islands do not have any access to electricity. According to the Philippine Institute for Development Studies, 16 million Filipino families still use kerosene-based or battery-powered lamps as their main source of lighting. On average a Filipino family spends around PHP 6,000 a year to sustain lights.

## THE SOLUTION

A sustainable and cost-effective ecologically-designed lamp powered by salt-water.



## THE PROBLEM

Most half-fold bicycles are still quite bulky when folded, which makes it difficult for the cyclist to handle and store the bike; when folded it usually needs to be carried because the folded shape of the bicycle is very awkward; and have reduced wheelbases to at least have a decent fold volume, resulting in an unstable feeling ride quality.

## THE SOLUTION

The company has developed a folding bicycle that has the geometry of a full-sized bike, so the bike feels safe and comfortable, yet has the smallest fold volume, so it can be easily stored or carried. Another feature they integrated is when bikes are folded, users don't need to carry it around; they can just push the bike like a cart.



## THE TEAM

Carl Mamawal, CEO; Isidro Marfori, CTO; Miguel Marfori, Shop Manager. Their most notable achievement is placing 3rd in the Solar Challenge 2013. They also develop micro-hydro turbines that power rural communities in the Philippines.



# Agri trading app wins top prize at 11th SWEEP Awards

A team of student innovators from Wesleyan University Philippines of Cabanatuan City bested nine other teams at the 11th SWEEP Innovation and Excellence Awards with a mobile application that hopes to facilitate efficient trade of agricultural crops.

Basic agricultural crops such as rice and corn play an important role in the Philippine economy. They are also the staple food for most Filipinos. This is why Wesleyan University's S-MART (Smart Market Assistance and Product Trading) was judged most innovative and promising among the top entries for this year's innovation awards.

S-MART is an app that allows the users to track prices of basic agricultural crops allowing producers to maximize their profit margins, and consumers to choose the best buys in the market.

Meanwhile, Smart IMAGE (Instant Multiple-option Assessor for General Examinations) of Bulacan State University, and #Bayanihan of Batangas State University won 1st runner-up and 2nd runner-up, respectively. Smart IMAGE is an attempt at making checking of examination papers more efficient, while #Bayanihan is a cloud-based application for local government units (LGUs).

The grand champion took home a cash prize of PHP 500,000, and the equivalent amount in grant for their school. The second and third placers received PHP 200,000 and PHP 100,000, respectively, with their schools also getting the same amount in grants.

The SWEEP Awards, the biggest and longest-running technology competition in the country, is organized annually by the telco as part of the Smart Wireless Engineering Education Program (SWEEP), a unique industry-academe linkage program that has a network of 52 colleges and universities all over the country. The goal of the partnership is to enhance Philippine engineering and IT education, and help partner-schools produce industry-ready graduates.

"At Smart, we champion innovation especially among the students, encouraging them to identify consumer pain points within their community, think outside the box, and design game-changing



devices or applications anchored on mobile-enabled technologies," said Ramon R. Isberto, head of public affairs at Smart.

"Through the years, we've seen the vast improvement in the quality of entries submitted for the SWEEP Awards and the increasing potential for commercialization of what used to be prototypes for college theses. These young innovators have effectively transformed the mobile phone into a tool that can be used to help solve everyday problems and needs," added Isberto.

With the theme, "Building Cloud-based Communities," Smart's SWEEP Awards continues to provide college students with the platform to develop and create innovative mobile applications that provide solutions to existing consumer pain points using mobile and Cloud technologies.

The other finalists are Smart I-PRINT (De La Salle Lipa); Smart A.S.S.: Aerial Surveillance System (Bulacan State University); SENTINEL: Smart Emergency Necklace Triggering Internet-Enabled Locator (Bulacan State University); Smart RESERVE (Pamantasan ng Lungsod ng Maynila); AIDPH: A

Web and Mobile-Based Application for Philippine Disaster Risk Reduction and Management Information System (University of Cebu-Main Campus); Constello (Ateneo de Manila University); and ALMS: Automated Landslide Monitoring System (University of Southeastern Philippines).

For the first time, Smart also allowed non-SWEEP schools to participate via the open competition on mobile apps development and vie for the Smart DevNet Innovation Award. Five special awards were given to teams from the University of Southeastern Philippines. Each team got PHP 10,000 plus a path to commercialization. Once the app is commercialized, the winning team will get an additional PHP 40,000 plus a share of the revenues.

For over a decade, Smart has and continues to work closely with schools and universities in molding and preparing students become industry-ready graduates or technopreneurs, leveraging on its network, infrastructure, and technology resources.

For more information about SWEEP, go to [www.smartsweep.ph](http://www.smartsweep.ph).



The top three teams at the 11th SWEEP Innovation and Excellence Awards take a photo for posterity with Smart executives led by president and CEO Napoleon Nazareno (standing, 4th from right), and DOST Undersecretary Mon Ibrahim (standing, 2nd from left).



# Start your business right with FOTON

Words by Chris Noel Hidalgo

**The sign of a successful business is steady, sufficient income. Getting there is no easy task though: years of hard work, mountains of cash in investment, personnel development, and refinement of strategic goals are just some of the obstacles organizations have to face in order to prosper. Additionally, food services, haulers, boutiques, transport companies, and other beginning enterprises need a dependable partner that will get the business up and running.**

Boosting local businesses for seven years and counting is Foton. Exclusively distributed by United Asia Automotive Group Inc. (UAAGI) in the Philippines, Foton vehicles are reliable, enterprise-oriented machines that get your business moving. Whether you need to transport construction supplies, home and office wares, culinary ingredients, textiles, or even people, Foton has the perfect vehicle for every application.

Behind these top-notch products are the highly-effective individuals that make up Foton's Philippine Management Team. Recently heralded as Asia Pacific's best Regional Performer during the Foton Motor Distributors Business Conference, the team has proven time and time again that their customer service as well as after sales support are second to none.





With many different Foton nameplates and configurations to choose from, businesses won't be short of options for their mobility requirements. Most were designed in partnership with Bosch, Cummins, Daimler, Lotus, and Motorola assuring customers of quality and craftsmanship in the vehicles. The Thunder, View TransVan, View Traveller, and the Tornado are of particular note, as they're versatile enough for a whole host of business applications. If you aren't sold on the advantages of the vehicles just yet, Foton is offering them at a 20-percent downpayment, with 36 to 60 months instalment schemes so startups can jump right into the game without worrying about going in the financial red.

# Foton's armada is ready for duty



## 1. Foton Thunder

This versatile 4x2 pickup doubles as both a personal and business carrier. Able to traverse the city and countryside alike, the Thunder boasts a 2.8L Cummins ISF CRDi engine capable of 160hp and 360Nm of torque @ 1800rpm. The power plant is mated to a 5-speed manual gearbox, while disc and drum brakes with anti-lock braking system and electronic brakeforce distribution technologies ensure more than enough stopping power, even when loaded. The Thunder's rack and pinion power steering system ensures comfort and stability, no matter what you're hauling. It's a cost-effective pickup for the hands-on business owner, able to move both people and supplies with equal ease.

The Thunder is available at a low PHP 130,000 all-in downpayment scheme. Included in the promo package are accessories like a matte black roll bar, chrome garnish on its front and end features, window visor, and limited-edition CarSaver Matting.

of power and 280Nm of torque @ 1400 to 3000rpm. It's available for a PHP 190,000 all-in downpayment option inclusive of chattel mortgage fee, three years of LTO registration, and AON's comprehensive insurance.

Because of all those, the View Traveller would be the premium ride of choice for rent-a-van businesses targeted at vacationers, tour groups, and high-end companies. Seeing as most people can stand inside this humongous van, you could even turn the View Traveller into a food truck. With all that cabin space, the possibilities are endless.

## 4. Foton Tornado

When it comes to workhorses, you can't go wrong with the Tornado 2E Turbo and Tornado 2.5. At the heart of both machines is a 4-Cylinder Turbo Intercooler Diesel engine with a 3,550cc displacement and 310Nm of torque @ 1800rpm. The engines are mated to a 5-speed manual transmission and a dual circuit pneumatic drum brake system, as well as non-independent suspension with telescopic shock absorbers.

Both have a plethora of variants fit for every need including a dropside, MPV, double-cab, aluminum-van, composite van, refrigerated van, and mini dump truck. There's no question about it: if you're a budding light-duty service, having a single model with multiple configurations will make your business more flexible and reliable. Client wants sand moved? No prob. Now he wants ice delivered? Sure thing. The Tornado will deliver.

The 2E Turbo variant (cab and chassis) is available at a PHP 95,000 cash out, with the rest of the ticket price payable from 36 to 60 months. Included in the downpayment is the chattel mortgage fee, three years of LTO registration, and AON's comprehensive insurance. A 50-percent downpayment scheme is also available for those who want monthly payments to be as low as PHP 8,379 for 60 months.

Meanwhile, those paying a 50-percent downpayment and opting for a 12-month instalment plan can enjoy zero percent interest courtesy of Maybank and RCBC.



## 2. Foton View TransVan

If you've been raring to join the public transport bandwagon here in the country, then this people-mover will see to it that you can make the most out of a UV Express franchise. Launched just six months ago, this van is able to seat 15 passengers comfortably inside its large cabin, all the while being fuel efficient with its 4-cylinder In-Line Turbo Charged CRDi Diesel Engine. With 225Nm of pulling power @ 1800 to 2000rpm and a fuel tank capacity of 70 liters, the TransVan ensures there's nothing between you and the open road.

## 3. Foton View Traveller

We've personally tested the View Traveller and it's the absolute perfect shuttle for road trips and family outings. Coming in 18- and 15-seater variants, the View Traveller's interior is all about comfort. At 5.38 meters long, 1.92 meters wide, and 2.285 meters tall, it has a cabin that's high enough for your average Pinoy to stand in!

Under the View Traveller's hood is a 2.8L Turbo Charged Cummins ISF engine with 130 horses



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**VIEW  
TRAVELLER**

## Securing your business with Foton's 5-year vehicle warranty

Aside from the powerful four-wheelers, Foton also offers top-notch customer programs and services that make owning one of their vehicles a breeze. These include: Foton Smart Solutions, a GPS-based system that allows owners and entrepreneurs to monitor their vehicles' whereabouts anytime, anywhere; Foton Total Care program, a complete ownership package dealing with pre-sales to after-sales; and their continuous importation of newer models to further augment their expansive lineup.

This year, Foton has announced that the Thunder 4x2 pickup, Thunder 4x4 pickup, and the View Traveller van will be made available bundled with a 5-year, 150,000 kilometer warranty—the longest

warranty in their respective segments—for free. That's right; your vehicles will be guaranteed safe for five years at no extra charge.

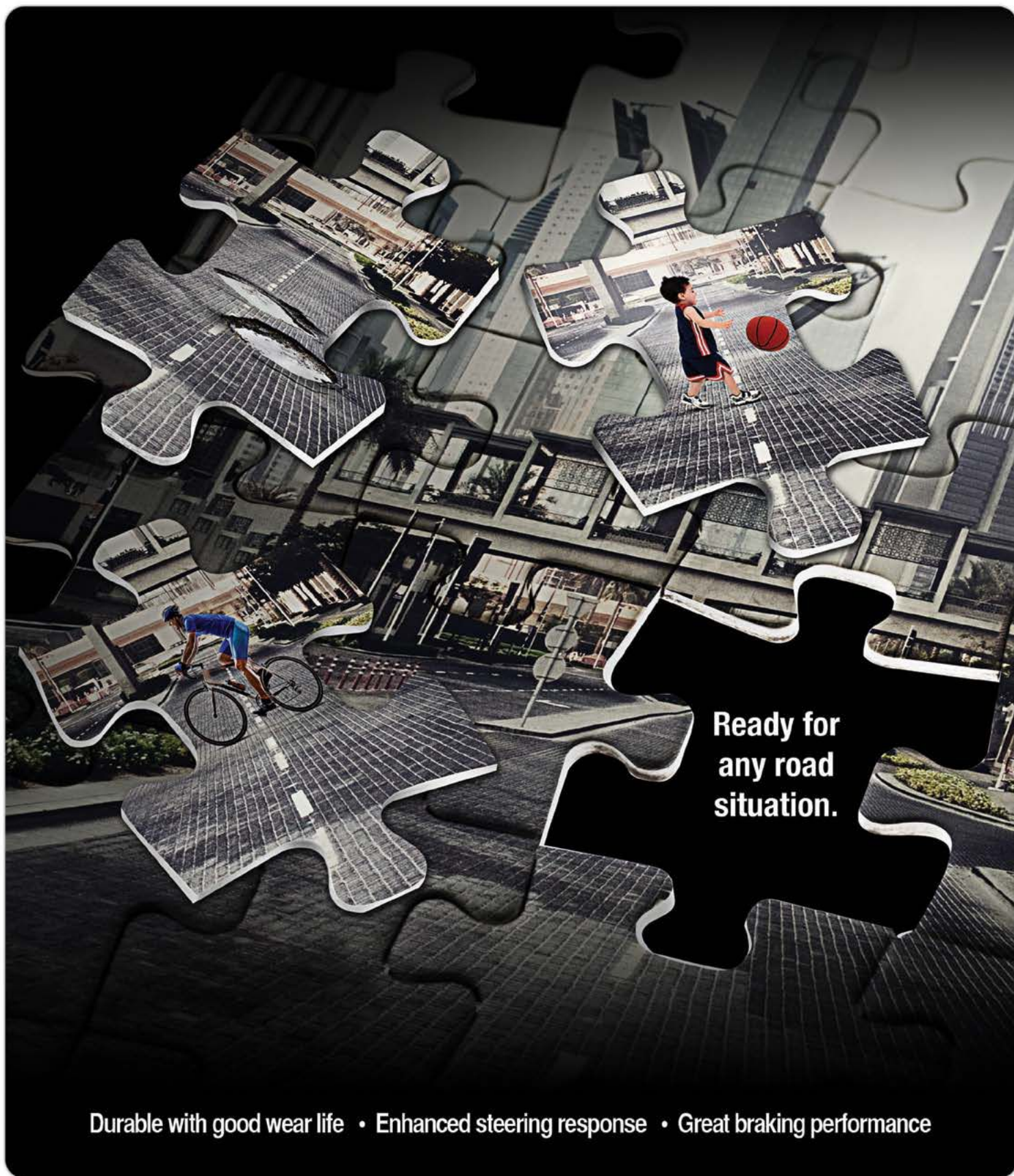
To put that into perspective, five years is the length of time a car keeps a reasonable resale value. Specifically, when you drive a vehicle off a business' lot, it loses 11-percent of its worth; and each year it's devalued by as much as 25-percent. That estimate doesn't include the effects of maintenance, part replacements and general wear and tear the vehicle will be experiencing.

By being protected with a warranty that long, the value of the vehicle is preserved. Thus, customers can rest assured that they can trade-in their vehicle

for a more significant amount, or, if they decide to keep it, the vehicle can go beyond and outlast the life of commercial vehicles from other brands. Just goes to show how confident Foton is in their products' construction and engineering.

With the lengthy warranty, you can now confidently take the Foton Thunder 4x4, 4x2, and View Traveller to their limits without worrying about not having a safety net. Successful enterprises, banks, and leasing companies have all placed their trust in Foton's services. Do the smart thing for your upstart business; head on over to one of 22 Foton dealerships nationwide and see for yourself why they're one of the fastest rising light commercial vehicle manufacturers in the world.





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# BAIC A115 A/T Hatchback

Reviewed by Mika Fernandez-David | Photos by Nicolo David

China-made cars have gone a long way since they were first introduced to the Philippine market. While they still produce affordable mobility alternatives for the budget conscious, they are now also exporting better quality models that can rival the more popular brands. Read on to find out how we found BAIC'S pretty subcompact.





## DESIGN ★★★★★

The BAIC A115 is one attractive subcompact. Its European design cues are evident in its exterior, which is very reminiscent of the B-Class Mercedes Benzes of a couple years back. Its hawk-eye lens projector-type halogen head lamps with auto on/off function, and the Follow Me Home setting provides a great window to the A115's soul. Front and rear fog lamps are standard issue, and so are the power-folding, body-color with turn signal light side mirrors. Its prominent character lines that run across its sides lead one's eyes to its front fascia, that features a prominent grille that holds the BAIC badge. The presence of the sunroof reinforces its premium styling and reminds you that it is not just your ordinary subcompact.

Inside, the interior is all light colored, save for the upper half dashboard, which is made of black molded plastic with silver and chrome accents. This black paneling extends to the front and rear doors.

The steering wheel is a three-spoke number with audio control buttons built-in. The easy-to-read instrument cluster is composed of four rings representing the fuel gauge, tachometer, speedometer and temperature, and an LED screen in the middle, which displays, among others, a real time consumption meter; distance to empty; the trip meters; time and date; and a guide to what gear is currently engaged.



The head unit is composed of a 6.5-inch touchscreen monitor with Radio/CD/USB and AUX-in functions, paired with six strategically placed speakers that fill the cabin.

Front seats are comfortable, and the rear seats fold 60/40 for added flexibility. A removable tonneau cover conceals the contents of the boot from common view.

This BAIC A115 hatchback is available in red, white silver, grey, blue, and gold.

## HARDWARE ★★★★★

The BAIC A115 Hatchback is powered by a 1.5-liter 4-cylinder in-line 16-valve DOHC with VVT and EGR engine that produces 113Ps @ 5600-6000rpm and 143Nm of torque @4000rpm. The engine is mated to a 4-speed automatic gearbox, and stopping power is provided by ventilated discs in front and drums in the rear. Its stable ride is courtesy of its MacPherson independent suspension with lateral stabilizer bar in front and H type torsion beam suspension in the rear.

Safety features include ABS & EBD, front airbags, engine immobilizer, alarm system, high mounted stop light, turn signals on its side mirrors, safety cage body, side impact beams, as well as a rear parking sensor. Other amenities include a rear defogger, an intelligent rear wiper and rain sensor, and glove box cooler.

## USER EXPERIENCE ★★★★★

I liked it as soon as I laid my eyes on it. The BAIC A115 is undeniably a looker with the right balance of sportiness and class. No doubt the shade of metallic red of the test unit added to its overall beauty. Parking it in a certain university one weekend actually led to so many inquiries about its pricing and also about the brand.

While I'm not too fond of light-colored interiors for practical reasons, the color scheme makes the interior look even roomier than it already is. Legroom for both the front and rear passengers is ample or even better than some of the other subcompacts in the market today.

Because of its size, getting around the city in the A115 is breeze. Visibility is good, with very little blind spots. Handling is decent, although the steering is a bit on the heavy side. Gear changes are smooth, and acceleration is gradual and steady.

## VALUE ★★★★★

Priced at PHP 798,000, the BAIC A115's tag price is somewhere in the middle of the pack of the subcompacts available in the country today. With its upgraded styling and host of amenities it comes with, the BAIC A115 provides value for money and is definitely a contender in the subcompact category. Or should be.



### What's Hot:

- European styling
- Complete amenities

### What's Not:

- Heavy steering
- Lacks connectivity options

### BOTTOMLINE :

**Times are a-changing. Maybe it's time to go on your first BAIC adventure.**





# Hyundai Grand i10 1.2L 4A/T

Reviewed by Mika Fernandez-David | Photos by Nicolo David



**We got to drive the Grand i10 around the city for a week. High-end amenities in a micro car? Yes, please.**

#### What's Hot:

- Stylish
- Feature packed

#### What's Not:

- Pricey
- Still a tiny car



#### DESIGN ★★★★★

In the market of vanilla-looking micro cars, the Hyundai Grand i10 is a breath of fresh air. Its bold styling is really striking, and whether you like the design or not, it does catch one's attention.

The Grand i10 is bigger and longer than its non-grand brother. Its new clear headlights not only improve visibility, but also accentuate the flowing design that makes one's eyes move from the front of the car, towards the rear. Unlike other cars in this usually budget segment, the Grand i10 sports many high-end features found in higher classes, like body-color side mirrors with LED turning lights, chrome-colored door handles, fog lamps, and alloy wheels.

The presence of high-end amenities continues to the interior, with the push-to-start button, as well as the touch screen head unit that integrates the entertainment system with the built-in navigation and rear camera view display. The interior of the Grand i10 features sufficient legroom and an improved trunk space, and has multiple pockets, cup holders, and compartments to store whatever gizmos or gadgets you may have.

The steering wheel is adjustable and features buttons for the trip computer control. The instrumentation is big and easy to read. The interior is black with orange paneling that looks fine on the test unit (which was the same orange) but may be a bit weird when paired with a different body color.

The Grand i10 can fit 4 adults fine, although the soft suspension has a tendency to bottom out when carrying heavy loads.

#### HARDWARE ★★★★★

A dual CVT Kappa 1.25-liter engine mated to a 4-speed automatic gearbox is what powers the top tier Grand i10.

All variants come with MacPherson struts in the front and coupled torsion beam in the rear. Disc brakes in front and drums at the rear provide braking power. The Grand i10 1.2L is shipped with 5.0J x 14-inch alloy wheels on 165/65 R14 tires.

Safety features include dual front airbags, ABS, rear parking assist, a high mount stoplight, as well as a child-locking feature.

#### USER EXPERIENCE ★★★★★

The micro car segment has always been for the budget-conscious buyer. The low-ticket price and low cost of ownership combo has always been attractive to this segment, which used to result in small cars with little to no technology.

Driving the Grand i10 was surprisingly easy. Although the steering was typical of electrical power steering that is very light, the car turned when needed and stopped on command. Easy to maneuver and park around the city because of its size, the Grand i10 is a maxi-mini, if ever there was one.

#### VALUE ★★★★★

The Grand i10 is available in six variants starting from the entry-level Grand i10 1.0 E 5MT that is attractively priced at PHP 538,000. As the trim level rises, so does the price tag, topping up at PHP 728,000 for the full spec'd variant which we drove. Truth be told, even within the Hyundai stable, there are already several models available within that price range. One must really, really like the Grand i10 to purchase the top tier variant because a higher class (but lower trim) can be bought for less than its ticket price. While it isn't a bad car per se, the higher trim ranks low on value for money.



#### BOTTOMLINE:

**Some people like big cars, some prefer small cars. For whatever reason they like them, at least now they have better options other than the super basic micro cars.**



# Ford Escape Titanium

Reviewed by Mika Fernandez-David | Photos by Nicolo David



We drove Ford's all-new crossover for a weekend. Read on to see what we thought.

## DESIGN ★★★★★☆

This car's athletic stance makes it look like it's always ready for a challenge, and its somewhat minimalistic exterior belies just how much tech comes with the package. Its front fascia is low-key with its black grille and chrome insert, tying in perfectly with the vehicle's overall understated elegance.

The interior is the opposite of the Escape's exterior. You literally have technology at your fingertips when seated in the driver's seat, where you are within arms' reach of all the control buttons. Its tilt and telescopic, leather-bound steering wheel comes with audio and cruise control buttons for the driver's convenience.

The instrument cluster includes a 4.2-inch LCD and Ford's signature blue lighting that is easy on the eyes. The bigger, 8-inch LCD touch screen that is located in the center stack is integrated with the Ford SYNC Touch system, and the premium Sony audio system. Discreetly hidden inside the center console is a media hub with two USB ports, and SD card reader, A/V input jacks, as well as a power outlet for charging your devices.

Both front seats come with the 10-way power driver with power lumbar adjust. For the rear passengers, the bench seats recline, as well as fold flat 60/40 for additional space or to accommodate odd-shaped cargo.

The all-new Escape has a power panoramic roof that not only provides a great view, but also allows natural lighting inside the cabin for times when you need additional illumination (like when taking selfies, haha).

The Escape features a sporty dark interior with adjustable ambient lighting to fit your every mood.



## HARDWARE ★★★★★☆

Under the hood is Ford's 2.0 EcoBoost engine that produces 240Ps @ 5500rpm and 366Nm of torque @ 3000rpm. The powerplant is mated to a six-speed automatic transmission that comes with a manual override for those who want more control.

Aside from Ford's extensive Personal Safety System, the all-new Escape is also equipped with 4-wheel ABS, Advance Trac with Roll Stability Control, belt reminders for front passengers, childproof rear door locks, curve control and torque vectoring, electronic traction control, Lower Anchors and Tethers for Children (LATCH), Tire Pressure Monitoring System (TPMS), reverse sensing system with display, perimeter alarm, and BLIS (Blind Spot Information System) among others.

Other conveniences include remote keyless entry, keyless start, active park assist, rain-sensing wipers, dual automatic temperature control, and the new hands-free foot-activated liftgate.

## USER EXPERIENCE ★★★★★☆

Even though it comes fully loaded with intuitive controls and numerous driver-assist systems, it's still a fun vehicle to drive. It turns well, and is very stable on the highway. Its size comfortably seats 5-compact enough for the city, yet big enough to bring out of town even with luggage in tow.

This Escape is one of the most connected vehicles in the market today, and the numerous power outlets located inside the cabin ensures all the

### What's Hot:

- It's a looker
- Made of recycled materials
- Jammed with so much technology once only available in the more expensive models

### What's Not:

- The B-pillar is a bit of a blind spot.



passengers have access to a power source to charge their ever-important gadgets.

A funny thing happened on our way home from Angeles with the Escape. As we were coasting along South-bound NLEX, 70 oddly felt faster than usual. Trivia: being a US domestic market car, the Escape's speedometer displays both MPH (in white) and KPH (in blue). Guess which one I was looking at.

## VALUE ★★★★★★

Priced at PHP 1,790,000, the all-new Ford Escape Titanium isn't exactly pocket change. But quality begets a price tag, and considering the package that comes with it, it's really quite a steal.

### BOTTOMLINE:

Staying true to the Ford's four brand pillars of Green, Quality, Safe, and Smart, the all new Ford Escape Titanium is a complete package with features the whole family will love. If you are looking for a crossover for the family, you should give the all-new Ford Escape a try.



# Launched: The all-new Nissan NP300 Navara

"Let the truck wars begin!" was the mighty challenge of Nissan Philippines Inc. (NPI) president and managing director Toti Zara at the launch of their latest offering. The 2015 NP300 Navara is the fourth nameplate that the company has launched under their unified brand, and the 12th iteration of the popular pickup. Striking and robust on the outside with premium comfort and smart technologies on the inside, the pickup truck promises to be a worthy contender in the fast growing segment.

"Every day at Nissan, we challenge ourselves with possibility to make good products, even better. Trucks are definitely tough, that is a given, but what sets us apart, is that we redefined tough and we equipped it with innovation that makes it smart. The all-new NP300 Navara is the truck that will make you proud no matter what the situation, be it a rough road drive or a relaxed cruise in the city," proclaimed Zara.

## Tough and smart

Built in Thailand, the Philippines is the first left-hand-drive market to launch the model, and like its Australian counterparts, will feature independent double-wishbone with coil spring and stabilizer front suspension which offers a better ride for its passengers. Fuel economy is said to be 10 percent better than the previous model, and cost of maintenance has also decreased.

First-in-segment amenities include Push Engine Start System and its Zero Gravity front seats.

For driver convenience, safety, and connectivity, the Navara sports a smart cockpit that offers an easy-to-read instrument panel, and its steering wheel is equipped with audio, connectivity, and cruise control buttons.



The 2015 NP300 Navara is available in 7 variants with introductory pricing as follows:

2.5L 4x4 VL 7AT	PHP 1,490,000
2.5L 4x4 VL 6MT	PHP 1,421,000
2.5L 4x4 EL 6MT	PHP 1,256,000
2.5L 4x2 EL 7AT	PHP 1,108,000
2.5L 4x2 EL 6MT Calibre	PHP 1,038,000
2.5L 4x2 6MT Calibre	PHP 938,000
2.5L 4x2 6MT	PHP 898,000

All variants of the Navara are powered by Nissan's next-generation 2.5L DOHC in-line 4-cylinder Variable Geometry System (VGS) turbocharger with intercooler engine (YD25 DDTi) that promises the best output for its displacement. The 4x4 variant offer up to 190Ps @3600rpm and maximum torque of 450Nm @ 2000rpm, while the 4x2 variant produces 163Ps @3600rpm and 403Nm @2000rpm.

Confident with their newest offering, Zara assured those present at the press conference that NPI will have enough units available, as per their sales forecast.

The all-new 2015 Nissan NP300 Navara is now available in all of Nissan's 28 dealerships nationwide, in four colors: savanna orange; galaxy black; brilliant silver; and alpine white.





# Isuzu launches updated 2015 Crosswind

Words & Photos by Mika Fernandez-David

After rolling out the 100,000th production unit earlier this year, Isuzu Philippines Corporation (IPC) launched the 2015 Isuzu Crosswind at an event held in Pasay City. The minor model change launch was IPC's way of paying tribute to this model that has brought the company to where it is today.



The 2015 Isuzu Crosswind is available in cosmic black, garnet red, ash beige, splash white, as well as in the new colors hunter green and dark silver.

The 2015 Isuzu Crosswind is now available at all authorized Isuzu dealership across the country. In Metro Manila, Isuzu dealerships are located in EDSA Balintawak, Quezon Avenue, Commonwealth, Pasig, Manila, Makati and Alabang. In the provinces, Isuzu dealerships are located in Isabela, Pangasinan, Cabanatuan, Pampanga, Bulacan, Cavite, Batangas, San Pablo,

Bacolod, Iloilo, Mandaue, Cagayan de Oro, Davao, and General Santos.

"Form and functionality is what the 2015 Isuzu Crosswind is all about. Given that the Crosswind model is proven capable to stylishly carry not just members of the family but also serve as a reliable cargo carrier for the enterprising few," said IPC president Nobuo Izumina. "But Isuzu believes in continuously improving its products, so we have decided to give it an upgrade, keep it up to the existing market trends to make our customers' everyday drive more special."

The 2015 Isuzu Crosswind is now available in five variants (and six trim levels) either in manual or automatic transmission; equipped with modern conveniences often looked for in vehicles in the market today.

#### The 2015 Isuzu Crosswind is priced as follows:

- Crosswind Sportivo X A/T - PHP 1,195,000
- Crosswind Sportivo X M/T - PHP 1,130,000
- Crosswind XUV A/T - PHP 1,010,000
- Crosswind XT M/T - PHP 883,000
- Crosswind XL M/T - PHP 794,000
- Crosswind XS M/T - PHP 750,000





# New Toyota Prius C variant now available

The redesigned Prius C subcompact hybrid was recently brought ashore by Toyota Motor Philippines (TMP) as the company expands its eco-friendly lineup. Bearing Toyota's proprietary Hybrid Synergy Drive (HSD), the Prius C promises to be a compact, clean, and clever city vehicle perfect for the practical driver.

An "Eco Fun" design philosophy gives the Prius C a newly styled front bumper with an integrated radiator grille, multi-reflector front foglamps, 4-lamp halogen headlamps, and mirrors with integrated turn signal lights. Inside are new color trims matched to a 3.5-inch multi-information display with Eco Drive, Energy, and Drive Information Monitor. Other comforts include power windows and doorlocks, automatic climate control, push start system, cruise control, and a 6.5-inch touchscreen entertainment system.

For safety, the Prius C comes with Vehicle Stability Control and Traction Control features for safe turns without fear of skidding; and an Emergency Brake Signal that rapidly flashes the LED rear brake lamps when full-braking at high speeds.

Under the Prius C's hood is a 1.5-liter 4-cylinder 1NZ-FXE VVT-I Atkinson cycle engine compliant with EURO V emission regulations. This power plant is paired to an Electronically Controlled Continuously Variable Transmission (CVT) with ECO and EV mode settings and is capable of a maximum output of 73Ps @ 4800rpm and maximum torque of 111Nm @ 4000rpm. It intelligently alters between the gasoline and electric motors based on driving conditions for a comfortable and responsive experience with efficient fuel mileage and less harmful emissions.

Four color options are available for the all-new Prius C, namely silver metallic, yellow mica metallic, cool soda metallic, and orange pearl. Additionally, the nameplate also ships in four trims: the Prius C Full Option (white pearl) selling for PHP 1,602,000; Prius C Full Option tagged at PHP 1,587,000; Prius C Standard (white pearl) with a price of PHP 1,552,000; and Prius C Standard at PHP 1,537,000.



## TMP launches all-new 2015 Toyota Alphard

Just three days after it was launched in Japan, Toyota Motor Philippines revealed the all-new 2015 Toyota Alphard to its guests at the Toyota Media Thanksgiving party held in Makati City.

Touted to be the number 1 luxury van in the market, the third generation all-new Alphard ensures first-class travel, whether for business or leisure. It boasts its enhanced NVH (Noise, Vibration, and Harshness) isolation and promises a quieter ride for all its passengers. Its extended wheelbase ensures more legroom and cabin space, and its lowered floor height allows for easier ingress and egress. For better accessibility, the rear seat access step is lower by 50mm than its predecessor, and the rear door opening has been widened by 70mm. Interior illumination is courtesy of a ceiling-mounted light that can adjust its brightness in 16 different colors. The Alphard's cargo space now has a 147L capacity under the luggage room floor, which can still be used even when the third row seats are occupied. Other amenities include roller-type sunshades for privacy and to block unwanted heat, an 8-speaker audio system, and a 4.2-inch TFT color display.



The all new Alphard is powered by a 6-cylinder in-line 24-valve, DOHC with Dual VVT-I engine, mated with a 6-speed, dash mounted, gate-type automatic transmission. Its reliable powerplant promises 275Ps @ 6200rpm and maximum torque of 340Nm @ 4700rpm. It comes with MacPherson struts with stabilizer fronts, and double wishbone with stabilizer rears, has front and rear ventilated disc breaks and ships with 235/50 R18 alloys wheels. Available in three colors: silver metallic; luxury white pearl; and raven black, the 2015 Toyota Alphard is priced at PHP 3,292,000.





# EXPERIENCE MORE POWER WITH SUZUKI!

**Max Power**

**6.9 kw @ 7,500 rpm**

**Fuel efficient**

**63km/liter**

Average minimum consumption based on ECE 40 Test Method.  
Actual mileage may vary depends on road condition, riding  
habit, & unit maintenance among others.

**Cost efficient**

**Php 9,560 annual savings**

Difference on annual fuel cost  
between a carburetor (Php33,459) and  
a fuel-injected model (Php 23,899)  
based on a 75 km daily travel at Php 55  
per liter. Carburetor's average fuel  
consumption is 45km/L.



**SUZUKI FI FUEL INJECTION RAIDER X FI**



**Doble  
Panalo Ka**

**sa**

**SUZUKI**

Promo runs from Jan 1 - Mar 31, 2015  
Per DTI IV-A No.:12-360 Series of 2014  
ASC No.: S050P121014S



**SPALDING + SUZUKI HELMET**  
SPORTS WATCH





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ROAD WITH  
SUZUKI!



*Smash* **115.**

**Slim & Sporty**

Designed to meet  
your needs



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sa  
**SUZUKI**

Promo runs from Jan 1 - Mar 31, 2015  
Per DTI IV-A No.:12-360 Series of 2014  
ASC No.: S046P121014S



**SUZUKI HELMET**



**SUZUKI JACKET**



# GET MORE SAVINGS FROM SUZUKI!



**Fuel efficient**

**63km/liter**

Average minimum consumption based on ECE 40 Test Method. Actual mileage may vary depends on road condition, riding habit, & unit maintenance among others.

**Cost efficient**

**Php 9,560 annual savings**

Difference on annual fuel cost between a carburetor (Php33,459) and a fuel-injected model (Php 23,899) based on a 75 km daily travel at Php 55 per liter. Carburetor's average fuel consumption is 45km/L.

**Max Power**

**6.9 kw @ 7,500 rpm**



**SUZUKI FI FUEL INJECTION**



**Doble Panalo Ka**

**sa**

**SUZUKI**



**SUZUKI HELMET**



**SUZUKI JACKET**

Promo runs from Jan 1 - Mar 31, 2015  
Per DTI IV-A No.:12-360 Series of 2014  
ASC No.: S047P121014S





# SUZUKI GIVES THE QUEEN CITY OF THE SOUTH A HELPING HAND

**Suzuki kicked 2015 off by offering assistance to Cebuanos whose lives were turned upside-down by typhoon Yolanda. Participating in the two-day activity was the Suzuki Owner's Club, Cebu, as well as key members of Suzuki Philippines.**

Over 60 members of various Suzuki Clubs from Cebu got together at the city proper to prepare for the long trip north to Medellin, where the entire group, headed by the brand's president, Hiroshi Suzuki himself, enjoyed a well-deserved dinner and a night of fun activities.

The party left early the following morning for Bogo City for the highlight of the ride where Yolanda Village is situated. Named after the historic typhoon that hammered the Philippines particularly Visayas in 2013, Yolanda Village is the new residence of 128 families that lost their homes to the catastrophe.

The residents of Yolanda Village welcomed the riders with open arms. The Suzuki party was overjoyed to find out that with the calamity

buried over a year in the past, people had recovered, and started their lives anew. The riders then distributed care packages to the families. Once everyone had received theirs, games were held, with everyone, even Mr. Suzuki, joining the fun.

The Suzuki Charity Ride in Cebu is part of the Japanese giant's advocacy efforts to reach out to the needy. This is in conjunction with the brand's SHARE (Suzuki Helps, Aids and REbuilds) Program aiming to provide the motorists affected by calamities with free service.

The event was made possible with the cooperation of Suzuki Philippines, the NEX 115 Raider's Club, Club Suzuki Raider Junior, Skydrive Society Cebu, the Smash 115 Club, and the SMDI Raider's Club.







# Suzuki Heats Up the Battle at the Asia Road Race Championships 2015



**FOLLOWING** the imminent return of the Japanese giant's return in MotoGP, Suzuki also confirmed the introduction of its own Asian series that be staged in conjunction with the FIM Asia Road Racing Championship (ARRC). The new series aptly called as the Suzuki Asian Challenge – will run on a single-make Suzuki Raider R150 and is open to all Asian riders.

The Suzuki Asian Challenge will form the base of a structured programme that will eventually spearhead Suzuki's efforts to discover and groom riders from the Asian region. "Suzuki's return to the MotoGP in 2015 has been well received by fans. This collaboration with the Asia Road Racing Championship was the result of our intention to also train up more Asian talents who may one day race for Suzuki in the MotoGP. As such, the Suzuki Asian Challenge will be a step-by-step progression for young hopeful riders from around the Asian region," said Mr. Motoo Murakami, Managing Director for Motorcycle Operations PT Suzuki Indomobil Sales.

Representatives from Japan, Indonesia, Thailand, Vietnam, Cambodia, Malaysia and the Philippines will compete with each other to find out who will reign as the winner of this exciting event. Suzuki Philippines will send the top 2 racers from their satellite teams based on their performances during the 2014 road racing competitions to the 6-leg Asian Suzuki Challenge.



**SUZUKI PUMPS UP THE RACING SCENE THIS 2015!**

## GET READY for the RETURN of SUZUKI in MOTOGP 2015





# 2015 SUZUKI DEALERS' CONVENTION & AWARDS NIGHT



Mr. Hiroshi Suzuki  
President  
Suzuki Philippines, Inc.

A greater Suzuki is coming this year as the Japanese giant faces the challenge of 2015 with more aggressive efforts and global marketing approach as presented during its Dealer Convention at the Grand Ballroom of the stunning and newly opened gaming and entertainment hub in the Philippines – City of Dreams Manila, in Paranaque last February 12, which was highly attended by almost 300 dealers. It was a night of glamour and sophistication as the brand also marks its 30th year in the country as Suzuki Philippines Inc. (SPH) – a company operating under Suzuki Motors Corporation (SMC) of Japan.





## 2015 SUZUKI CHALLENGE

1. SALES TARGET 125,000 UNITS AND MARKET SHARE 15%
2. LAUNCH 3 BRAND NEW MODELS
3. INCREASE SALES ON SPARE PARTS, FOCUS OIL & APPARELS
4. CUSTOMER RETENTION RATIO 80%
5. EXPANSION BIG BIKE SHOPS NETWORK

*We are challenging you...*

### 2015 SUZUKI CHALLENGE

Suzuki Philippines presented 5 main points of 2015 Suzuki Challenge and asked valued dealers to cooperate and support. This was gladly acknowledged and received a round of applause from all the dealers.

## SUZUKI BIG BIKES CENTER



Suzuki Philippines is expanding its network to make its products accessible to everyone.

## Dealer Network

Suzuki has an existing of 330 shops as of 2014

**3S SHOP - 30 Shops**

**SUZUKI MOTO CENTER - 300 Shops**

Suzuki focuses on making branch shops in 2015

**3S SHOP - 50 Shops**

**SUZUKI MOTO CENTER - 430 Shops**



Suzuki FI Display Module



MotoGP Display Module

## NEW SUZUKI 3 TYPES OF DISPLAY MODULE

Suzuki developed new designs of display modules for dealer branches. They are all intended for all 3S shops and Suzuki Moto Centers nationwide.



Scooter Display Module



## RAIDER R150 PREMIUM COLOR LAUNCH



Suzuki Philippines launches the Suzuki Raider R150 premium color and international model Melissa Mitrovic graces the occasion as the face of the Underbone King's new color.



## SUZUKI FI ICON DEBUT

## 2014 DEALER AWARDING





## NEW SM MALL DISPLAY MODULE AND MOTOGP ACTIVITY TENT

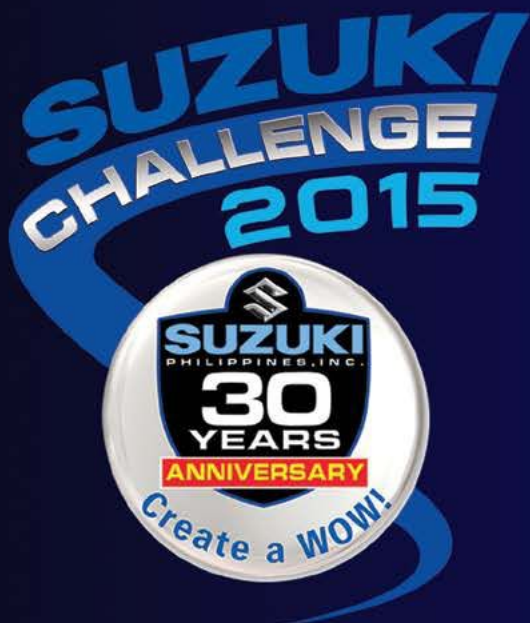


## SUZUKI PHILIPPINES INTRODUCES THE NEW SUZUKI FI LADIES' COSTUME



The Suzuki FI Ladies will see you at Suzuki Mall Invasions, local races, events and dealer activities.

## SUZUKI PHILIPPINES EXECUTIVES DELIVER THEIR WARMEST GRATITUDE TO THE DEALERS



Mr. Norninio Mojica  
Managing Director/Treasurer  
Suzuki Philippines, Inc.



Ms. Judee Ann Bautista  
General Manager  
Finance & Administration



Mr. Eiji Kobayashi  
General Manager  
Motorcycle Division



Mr. Restituto Bulot Jr.  
National Sales Manager  
Sales Department



Mr. Ramonito Bontogon  
Department Head  
Marketing Department



Mr. Victor Nañasca  
Group Head  
Service Group



Mr. Geraldo Manalo  
Group Head  
Spare Parts Group



Engr. Philip Owen Obillo  
Project Engineer  
Dealer Development Department



# 2015

## Porsche World RoadShow revs the Philippines

Words by Chris Noel Hidalgo

*Gadgets Magazine got invited to the 2015 Porsche World Roadshow (PWRS) held at the Clark International Speedway last February 18 to 26 and you can bet that we squealed with joy when we got the news. Facilitated by Porsche AG in cooperation with the manufacturer's exclusive Philippine distributor, PGA Cars, the 2015 PWRS brought the coveted Porsche experience to our shores. Included in the festivities are Porsche's latest models, test drives, and Porsche's certified instructors.*







The PWRS is an annual, global event meant as a platform to not only entertain but also educate drivers regarding high-performance machines, the latest in automotive safety technology, and practical driving styles. This year's Philippine visit is only the fourth PWRS ever to be held in the country since 1999. The Philippines is lucky to be one of the ten countries chosen to host the event this year.

Asked about how significant the event is to PGA Cars, marketing director for Porsche, Christopher Chan, commented "We're really happy about the opportunity to have this international event. As you've seen it's a whole roster of vehicles with the full support of internationally trained and certified drivers from Porsche AG bringing the whole experience. It's something we're really proud of. Besides being just one of the two in Asia to host it this year, we're the first for 2015. It's a very

exclusive event that we're gracious to be able to conduct."

Aside from actual seat time with the entire lineup, Porsche also offered a sneak peek into Porsche Tequipment and Exclusive—the company's very own modification and customization services. Through it, customers can request complete personalization of their Porsche vehicles, from interior fabric, fitting of certified Porsche accessories, and even body modifications.

The media day saw four groups taking turns among four activities and an armada of vehicles. The first activity for our group, a handling test, saw each participant going around the track both as driver and passenger of five Porsche sports cars: the Cayman GTS, 911 Carrera 4S, 911 Carrera S, 911 Turbo S, and the 911 Targa 4S.

After the stomach-churning test ride, the participants were led by Porsche around the Clark Airbase in order to test the super cars in real world conditions, away from the controlled circuit. The steeds of the activity were the Panamera Turbo S Executive, Panamera S e-Hybrid, Macan Turbo, Macan S Diesel, Macan, and the Boxster GTS. Porsche's newest offering, the Macan, is the Cayenne's little brother that comes with either a 3.0L or 3.6L engine and a roomy interior for the family-oriented Porsche enthusiast.

Back inside the Speedway, another handling test saw the group piloting Porsche's larger vehicles—the Cayenne, Cayenne GTS, Cayenne Diesel, Macan Turbo, Panamera S, and Panamera.

The last activity for the day (for our group) was the chicane course with the Boxster GTS Spyder. Individuals got some one on one time with the convertible on a short slalom track designed to showcase the nameplate's superb balance, of responsive handling and powerful acceleration. The GTS is the latest Boxster iteration and it brings 330 horses in a 3.4-liter engine pulling at a rate of 370Nm.

The 2015 Porsche World Roadshow was held in partnership with PGA's parent company, Prudential Guarantee and Assurance, Inc., Michelin, Mobil 1, UCC Vienna Café, Leica, and Petron Corporation as the week long event's official fuel sponsor.

## Start-up car catalogue site AutoDeal gets USD 600,000 seed funding



With the 45 automotive companies in the Philippines seeing a total 30-percent improvement in their 2014 sales, the Philippines moves to second place in the list of the world's fastest growing motoring markets. Those interested in buying their own car have a lot of choosing to do as nameplates are released one after the other. The task is made even more difficult with promotions and financing options popping up left and right.

Helping interested car owners is AutoDeal, a digital marketing platform for car companies, dealers, and consumers that allows easy comparison of vehicles and promotions between different brands. The site also offers analytical

tools that give manufacturers and dealers valuable insight into their customer's buying habits.

Since launching last January 2014, AutoDeal has already managed an impressive 10,000 leads resulting in vehicle sales, making it one of the most efficient platforms for would-be car owners. AutoDeal co-founders, Christopher Franks and Daniel Scott, along with their team boast over a decade of experience in online lead-generation technology with a proven track-record in the automotive industry, a key factor to their rapid growth.

Banking on AutoDeal's long-term potential is Future Now Ventures which invested USD 600,000 (PHP 27-million) of seed funding in the start-up company. John Orrock, founder of the venture

firm, commented that he "saw the potential of AutoDeal's business, with its proven team and the extendibility of the platform. Future Now's investment is representative of the capital required to jump start a business in this segment."

With the Chamber of Automotive Manufacturers of the Philippines, Inc. projecting an automotive sales growth rate of 16-percent for 2015, AutoDeal has released their 2.0 platform to keep up with the expected demand. It comes with enhanced features in order to deliver on its promised "Car Buying, Simplified" slogan.

"The immense popularity of AutoDeal among our users has boosted investor confidence, and we are now exploring other possible industries, which include property and the job market," Scott concluded.





# 19<sup>TH</sup> PHILIPPINE International Hot Air Balloon Fiesta

Words by Mika Fernandez-David | Illustration by Cla Gregorio



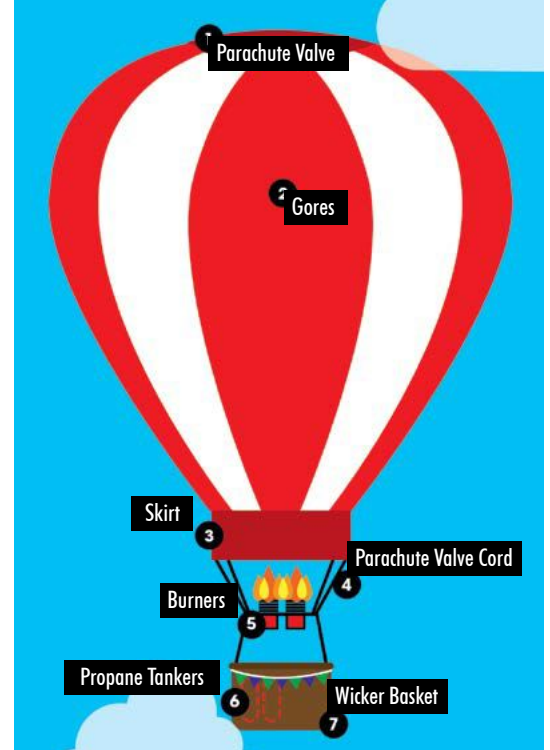
**After a one-year hiatus, thousands of spectators once again flocked to the Philippine Air Force ADAC Hangar in Clark Freeport Zone, Pampanga to witness a weekend of everything that flies. The four-day festival held last February 12 to 15 was jam-packed with activities for the whole family to enjoy.**

Thirty-four hot air balloons from all over the world were the stars of this year's show, with crowd favorites being the animals, the red barn, the devil, as well as the bust of post-Impressionist painter Vincent Van Gogh.

Aside from the balloons, other activities in the air included aerobatic exhibitions, skydiving, motorized paragliding, aviation formation, search and rescue flight demonstrations, kite flying, and remote control plane flying demonstrations.

On the ground, there were car drifting competitions, car displays by Range Rover and Chevrolet, photo booths by Fujifilm, a mini zoo by nearby Zoocobia, a free Valentines concert presented by Jeepney TV, and numerous food and souvenir booths at the Fly Market.

Licensed pilot and TV host Captain Joy Roa is the event director of the 19th Philippine International Hot Air Balloon Fiesta (PIHABF). The organizing committee is composed of volunteer aviation experts and industry practitioners who make sure that the fiesta is carefully planned and safety-oriented.



"Despite the challenges and the setbacks, we are dogged in our determination to mount this event year after year because more than a spectacle, this is an advocacy for us. We want to educate everyone, especially the youth, about the beauty of aviation and the many life lessons we can learn from it," says Roa.

Proceeds of this year's ticket sales was for the PIHABF Foundation Scholarship Fund which grants scholarships to deserving but underprivileged students pursuing a career in aviation, in partnership with Air Link International Aviation School and the Philippine Air Transport and Training Services.



## Fun facts

- Hot air balloons were discovered in France in 1783.
- Aside from the traditional "inverted teardrop," modern hot air balloons come in all shapes and sizes.

- The size of the hot air balloon's envelope determines how many passengers the balloon can carry.

- A hot air balloon is composed of 3 main parts – (1) the Envelope, which is the actual balloon, is made of vertical sections called gores that are sewn together to become air-tight. The bottom of the envelope is called the skirt, and is made of

special fire-resistant material, as not to ignite when the burner is fired up; (2) the Burner, that is made up of gas jets fueled by propane cylinders used to heat the inside of the envelopes and (3) the Basket, which is where the pilot and passengers stand.

- To launch a balloon, the envelope is first filled up with air using a huge industrial fan. Once filled with air, the pilot then uses the burner to heat the air inside the balloon, until its hot enough for lift off.
- Unlike other aircrafts, hot air balloons do not have steering wheels or any other built-in steering

mechanisms. To steer, the pilot has to make the balloon rise (using his burners) or fall (using a parachute vent that lets the warm air escape) so that it catches air currents going in the direction he wants to go.

- Unlike gas balloons, hot air balloons do not have to be sealed at the bottom since the air near the bottom of the envelope is at the same pressure as the air surrounding.
- To be able to fly, balloon pilots need a commercial balloon Lighter-Than-Air (LTA) pilot's license.

# Shell FuelSave Fact or Fiction Driving Challenge

Words by Mika Fernandez-David



**FACT.** Did you know that while almost all Pinoys (92 percent) believe that fuel efficiency is important, a great number of us (75 percent) don't know how to be fuel-efficient? To make things worse, we have practices that are just as sound as old wives' tales, that more often than not make us waste fuel, rather than conserve it.

As a lead up activity to the bigger event that is the Shell Eco-Marathon Asia 2015, Shell Philippines held a one-day competition to test the nation's most-believed fuel saving myths and reveal the truth about fuel economy. Dubbed the Shell FuelSave Fact or Fiction Driving Challenge, the event pitted brand ambassador Bianca Gonzalez-Intal, teamed up with five students from various universities competing in the Eco-Marathon, against a media team composed of journalists from the motoring and lifestyle beats.

Honda Cars Philippines provided each team with a current-generation Honda City, Jazz, and Brio Amaze, and the consumption of the three vehicles per team was averaged to determine which team was the most fuel efficient. Far from being the usual fuel economy drive, five pitstop challenges were incorporated along the route

with penalties that were designed to stress just how counterproductive our bad habits were with regards to saving fuel.

"More than just being any driving competition, the Shell FuelSave Fact or Fiction Driving Challenge is our way of educating Filipino motorists how to become fuel efficient. All it takes are making a few simple changes to the way we drive and using the right fuel," explains Anthony Lawrence Yam, Pilipinas Shell vice president for retail.

The Shell FuelSave Fact or Fiction Report was commissioned by Shell and conducted by independent research firm Edelman Berland in December of 2014. It used an online questionnaire with a nationally representative sample of 1,000 Filipino drivers aged 18-40 years old.



The Champions team



The Challenger team



Pilipinas Shell VP for Communications Ramon del Rosario with Shell FuelSave ambassador Bianca Gonzalez-Intal



## SHELL FUELSAVE FACT OR FICTION REPORT TOP FUEL SAVING MYTHS BUSTED.

- 80 percent THINK THAT WARMING UP THE ENGINE IS BEST. Warming up your engine before traveling does not save fuel. Doing so is tantamount to idling, and as the name suggests, that makes you burn fuel without getting anywhere.
- 65 percent BELIEVE MOVING GEARS UP AND DOWN FREQUENTLY SAVES FUEL. Moving gears up and down frequently does not an efficient driver make. However, driving at a constant, steady speed and always staying on the highest gear possible, improves mileage.
- 58 percent BELIEVE ONLY FILLING HALF THE TANK MAKES A DIFFERENCE. While getting rid of excess weight is an effective fuel-saving tip, filling-up to half tank to avoid carrying the extra weight of a full tank is not worth the extra fuel it takes to make multiple trips to the gas station.
- 57 percent BELIEVE FILLING UP AT NIGHT SAVES FUEL. Reservoirs where fuel is stored at gas stations are usually underground and can have a capacity of upwards of 40,000 liters. It would take quite a long time and an extreme rise or drop in environmental temperature to make a dent in the temp of the fuel. Also, the minimal difference in the density of the fuel affects the amount of fuel that goes into the tank, and not the fuel economy per se.
- 54 percent BELIEVE THAT KEEPING THE ENGINE RUNNING TO AVOID FREQUENT RESTARTS SAVES FUEL. Keeping the engine unnecessarily is just the same as idling. (See item number 1.) Restarting the engine does not burn fuel as this operation uses energy from the vehicle's battery. A representative from Shell even suggested to switch off the engine every time you expect to be idle for 10 or more seconds.
- 53 percent FEEL THAT DRIVING SLOWLY DOES THE TRICK. Watching the tachometer to monitor the RPM is actually more effective than watching the speedometer. Revs should be kept at 2000rpm and below.
- 45 percent OF DRIVERS ARE CONVINCED BURPING THEIR CARS HELPS. Again, like number 3, burping minimally affects the amount of fuel that goes into the tank, and not the fuel efficiency.





## Scania trucks ready to haul for local businesses

Scania, a renowned name in the world of heavy-duty hauling, has brought their trucks, buses, and industrial, marine, and power engines to the country with the opening of their first Philippine showroom and service center. In partnership with local sales and services dealer BJ Mercantile, Scania's pioneer hub seeks to bring reliable machines and excellent customer service it has been known for around the globe.

Situated at 1132 EDSA Balintawak, Quezon City, Scania's showroom has a 1,000 square meter footprint and includes the following amenities: Display Area for eight trucks, Service Area with three bays, Driver's Lounge, Tools Room, Service Reception Area, Assembly Area and a Stock Room. The address will also bear Scania's corporate offices.

"Scania builds some of the finest trucks, buses, and engines in the world. Then we back them up with services that deliver value, reliability and high uptime—giving you an excellent return on your investment. Scania services help you grow your business and keep it moving forward," said James Armstrong, managing director of Scania Southeast Asia.

"All of our local technicians have been sent to Malaysia for training and we strictly adhere to all of Scania's maintenance and service protocols to make sure the trucks of our customers are in perfect running condition. We also have a large inventory of parts to reduce downtime for our customers," added Leilani Lim-Tan, vice president of BJ Mercantile, Inc.

The G-Series Trucks are currently on display, boasting features that allow maximum comfort even after long periods of driving. Scania Generators with power ranging from 250 to 800KVA will also be available for clients. Each of these arrive in either an open or canopy variant, both delivering outstanding fuel efficiency and uptimes.

"We already have a lot of units available so interested customers don't need to wait months to get their truck. We also offer any type of customization, from the size of the cabin, the color of the truck, to the fabric of the seats, but these will be on a pre-order basis," concluded Lim-Tan.

## Volkswagen Philippines brings in Polo Hatchback variant

After debuting the Polo Sedan last 2014, Volkswagen Philippines has just launched a new variant of the two-time World Rally Championship winner VW Polo, the Polo Hatchback.

The new Polo Hatchback's hood hides a 1.6-liter, Euro4 emission standard compliant multi-point injection gasoline engine capable of giving 105Ps of power @ 5,250rpm and maximum torque of 153Nm@ 3,750rpm. The competitive hatchback's engine is paired to a 6-speed automatic transmission.

Some of the safety and security features aboard the Polo Hatchback are: anti-lock braking system, anti-theft with immobilizer and interior monitoring system, crash-safe body design, front and rear seatbelts, SRS dual front airbags, and park distance control. Additionally, ISOFIX Ready Seats are available for the rear seats.

Volkswagen's signature look and design emanates from the Polo Hatchback's sporty aesthetics. On the

outside are halogen headlamps with range adjustment, front and rear fog lamps, chrome-accent front grille, and 15-inch "Riverside" alloy wheels. Inside the cabin, the Polo Hatchback receives a multi-function leather steering wheel, "Livon" fabric seat material, 60:40 split-folding rear seats, RCD 320 with radio, CD, MP3, Aux-in, SD card/USB slot, Bluetooth connectivity, air-conditioning system and a sizeable rear boot.

"The Polo Hatchback is indeed a perfect combination of quality and driving pleasure and is targeted to be one of our volume sellers. Now on its fifth generation, the Polo Hatchback offers excellent levels of comfort, functionality, reliability, and long-term quality," said John Philip Orbeta, president and CEO of Volkswagen Philippines. The Volkswagen Polo Hatchback lands at a sticker price of only PHP 950,000, with colors copper orange, candy white, night blue metallic,



flash red, and carbon steel grey. It's available in all Volkswagen showrooms together with an attractive financing package and a PHP 95,000 downpayment scheme.





# Mitsubishi Mirage G4 goes for record-breaking 1,647km on one full tank



Mitsubishi Motors Philippines Corporation's (MMPC) Mirage G4 Eco Drive Marathon raised the fuel efficiency bar higher, as the Mirage hatchback M/T and Mirage G4 sedan M/T and CVT managed to clock in over 1,000km each with just one full tank. The event was supervised and monitored by a representative from the Automobile Association of the Philippines (AAP).

The vehicles were captained by renowned race drivers and navigators including George Ramirez, Robbie Hermoso, Louis Ramirez, George Apacible, Raul Asuncion, Steve Acaya, Barry Ortiz, and Ivan Isada. The marathon started on December 2, 2014 at MMPC's Laoag, Ilocos Norte dealership and went the length of the Philippine Nautical Highway. Before they ran, the fuel lines were inspected and sealed by AAP.

While the MMPC certainly aimed at beating the 1,402km record set in 2008, they certainly did not make the marathon route easy. The Mirages had to overcome several obstacles, such as the mountainous landscape of the northern Mindanao area as well as typhoon Ruby which halted them in Iloilo City.

From Northern Luzon, the Mirage G4s were able to go all the way through Visayas and into Mindanao with just 42 liters of gas. Specifically, the Mirage G4 M/T went 1,647.1km while the CVT travelled 1,517.9km. Meanwhile, the Mirage hatchback ran dry at 1,278.6km.

"From the moment that we thought of doing this challenge, we never had a doubt that the Mirage G4 will achieve an incredible fuel mileage," MMPC vice president for marketing services, Mr. Froilan Dytianquin said. "Apart from the Mirage and Mirage G4 inherent fuel efficiency, we believe that this great achievement would not be possible if not for the expertise of the drivers and navigators as well as the entire support team," he added.

The Mirage G4 Eco Drive marathon was done in partnership with Pilipinas Shell, AVT GPS System, and Bridgestone.



# Honda teams up with KidZania Manila

Honda Cars Philippines, Inc. (HCPI) has recently inked a partnership agreement with KidZania Manila—a first-of-its-kind indoor hyper-real city for kids, allowing them to pretend to do adult jobs and earn points to spend or save in return—which is set to open this 2015.

HCPI's partnership with KidZania Manila is in hopes of inspiring the youth discover their passions, develop their potential, and pursue their dreams.

According to Toshio Kuwahara, HCPI president and general manager, Honda's facilities in KidZania will be similar to what the Honda business in the Philippines is all about. "We want to introduce the dynamic world of Honda to the kids through this activity and of course for them to have better appreciation of the automotive industry as a whole."

Honda's activity area in KidZania Manila will allow kids to explore playing different roles in a comparable Honda business working



environment—from its manufacturing to sales operations.

"We want the kids to enjoy their time experiencing the life of an adult and give them the avenue to develop skills that will be beneficial to them now or in the future. Ultimately, what we want is for them to dream and imagine the endless possibilities that lie ahead of them," Kuwahara added.



# Honda releases premium Honda Click 125i scooter



Honda Philippines, Inc. (HPI) has added to their lineup a new premium motorcycle dubbed as "the future of scooters," the Honda Click 125i.

It runs on a new generation, intelligent 125cc liquid-cooled power plant with a PGM-fuel injected system that guarantees clean engine combustion, noise reduction, and low friction for maximum fuel mileage. It has a power output of 11.4Ps @ 8500rpm and pulling power of 11.16Nm @ 6500rpm. On just one liter of fuel, the Click 125i is rated to go as far as 64.3km at 50kph.

The engine is backed by various features developed under Honda's Smart Technology, including: Enhanced Smart Power (eSP), Idling Stop System (ISS), and Combined Brake System (CBS).

eSP is an engine technology combining high power with a silent start and smooth revs. Through it, the combustion process is made more efficient to minimize harmful byproducts, as well as optimize the Click 125i's power output. ISS automatically switches off the engine when immobile



for more than three seconds, to save fuel, and restarts it with just a squeeze of the throttle. Meanwhile, CBS balances the front and rear brake forces for quicker and safer stops.

"The Click 125i is our answer to customers who are looking for an environment-friendly super sports scooter with superior specification, unbeatable features, and futuristic design. Fortunately for the Philippine scooter market, we are not going to wait for the future, but the future will be now with the introduction of the new Click 125i eSP," says Elie Salamangkit Jr., new model and accessory development manager of HPI.

Other notable features on Honda's newest bike include a Side Stand Switch which kills the engine when the side stand is engaged; Brake Lock which stops sudden jumps and movement on inclines; bigger tubeless tires for more traction; Magnetic Key Shutter that helps fend off theft; and a push-button seat opener that gives access to an 18-liter large compartment.

HPI's new Honda Click 125i is available for PHP 87,900 in three hues: pearl horizon white, asteroid black metallic, and candy rosy red, all with Honda Genuine Accessories in select Honda 3S Shops.

## HPI holds Safety Riding Summit



Last May 9 to 11, 2014, Honda Philippines, Inc. (HPI) and the Honda Safety Driving Center (HSDC), in partnership with Catanduanes District Representative Cesar Sarmiento, conducted the first ever Careful and Safe Riding Summit at Rizal Plaza, Virac Catanduanes.

From then on, HPI has taken it upon itself to have a more proactive role in advocating road safety throughout the archipelago. Endorsed by the Transportation Committee of the House of Representatives, a new partnership was recently established between HPI and the 2nd District of Batangas City. Signing the Memorandum of Agreement were Congressman Raneo Abu and Pedro Aguire II, along with Honda president and general manager Yasushi Okamoto; assistant vice president for safety riding promotions Gene Paralisan; adviser for business administration division Masakazu Kawai; HSDC operations manager Joseph de la Cruz; and safety riding promotions project head Peter Gatchalian.

Okamoto believes that by promoting and supporting the preservation of life, motorcycle riders will be able to further realize the joy and freedom of two-wheeled mobility.

The 2015 Safety Riding Summit takes place on March 7 and 8 at Batangas. Activities included are seminars, lectures, learn-to-ride, safety riding challenge, and Ayatori or "Road Safety" for kids. The safety riding challenge will ascertain that riders understand road know-how, skills, and good practice.



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# CAR PHOTOGRAPHY BASICS

## Mazda X Fujifilm

Words by Mika Fernandez-David & Mia Carisse Barrientos

**Mazda Philippines, in partnership with Fujifilm Philippines, recently held an interactive workshop on automotive photography, dubbed as the KODO Drive. Held in Green Canyon Resort in Clarkfield, Pampanga, twenty seven participants with various photography skill levels joined the lectures and hands-on sessions of the two-day workshop.**

KODO: Soul of Motion is the design philosophy evident in the current generation Mazda 6, Mazda3 and CX5, and in a word, it sums up the moment when energy becomes motion. The design is fluid, it's dynamic, and it looks like it's in continuous motion even when it's not. And when something is this conceptual, there is no better way to capture the idea than in pictures.

Just like other branches of photography such as landscape or macro, automotive photography is a specialized genre. Like other fields, it has its own

set of tricks and techniques that go beyond the use of proper aperture, shutter speed, and ISO.

And because this is usually the kind of knowledge that one acquires from experience, Mazda enlisted the services of veteran TopGear Philippines Photographer and Fujifilm enthusiast Mikko David to share his knowledge about his craft. All throughout the day, participants learned how to better use their personal cameras, but also got to try shooting with the latest Fujifilm X-Series cameras that were on standby for trial.

The workshop was split into four sections, with 45 minutes or so allocated for hands-on practice after each topic. To make things a bit more interesting, the organizers devised a points system for a mini photo contest based on photos submitted at the end of the day. All submissions were printed out and displayed at the hotel lobby, for judging.

Category winners got to take home Fujifilm Instax cameras, while the overall winners took home brand new Fujifilm X30s.





# Automotive Photography

## The Basics:

Before you get out there, sneakily snapping photos of your neighbor's *Bimmer*, you need to actually learn to take photos. A variety of high and low angled shots doesn't make you a pro, you see. There are certain technicalities you need to know by heart. As soon as you master those, and to use the cliché, you'll see the bigger picture.

- Get acquainted with the options and buttons on your camera; know each of their functions.
- The photo is not just about the car; maximize your resources. Structuring the elements around the subject makes for a stunning shot that captures the eye even from afar.
- In composing the elements make use of these photography principles: Find the light, Rule of Thirds, Leading Lines, Symmetry, Black is black, Selective Focus, Foreground,
- Cars are usually associated with muscle and power. Get your photos to convey that dynamism the car possesses.
- "This picture speaks to me. I can relate to it." What's amazing about photography is that you can tell a story without having to verbalize it. A photo telling a story draws an audience. It becomes personal and interactive. Make your photo communicate the car's abilities, function, design, and durability by pitting it against interesting elements.
- Though there are several elements present in the frame, remember that the car must be the hero. The focus should be on it, not the environment surrounding it.

## Capturing Details:

Now that you have a general overview on capturing cars, it's time to get down to the nitty-gritty. Automotive photography isn't what it is if we don't capture the car's very features. Here are some pointers:

- Highlight the car's key features; it's design, the materials used, what makes it special.
- Get the basic interior shot. Basically: the dashboard— driver's view, creature comforts, and under the hood.
- Clean surfaces before shooting. Dust, specks, and smudges, subtract from the beauty of the photo.
- Make sure you are not reflected in the photo. Watch for shiny surfaces.
- Though you are searching for the light, try to avoid casting shadows. Despite the fact it can add effect to the photo, your shadow may block essential features of the car.
- Get rid of any distractions in the background as they can take away the focus off the car.

## Capturing Speed:

It is tricky to capture subjects in motion. You think you got it and when you check the display, all you see is a blurred image and ghosting. Just like capturing the car's key features, car photography wouldn't be complete without shots of the car in action.

There are three kinds of action shots to choose from: implied motion, panning, and tracking.

- To create implied motion, you can adjust the setting for faster shutter speeds or use the 'Dutch' tilt. In this way, you can freeze the car's motion and still retain its sharpness. Also, when the car is making a turn, try to capture its leaning body—up front, it just shouts movement.
- Panning is similar to shaking your head from left to right, like when you see a good looking car pass by you. In photography, it refers to the rotation in a horizontal plane using the camera. Opposite to implied motion, select slower shutter speeds or burst mode to create a panned effect. This will blur the background and give the illusion of spinning wheels.

When using this technique, you must keep the camera levelled throughout the movement. If your hands are shaky, a tripod will come in handy.

- Tracking is following the moving object, which means in car photography it can be a dangerous technique. This involves you shooting from another vehicle at the same speed as the subject car. Safety must be the priority, so it can be done at slow speeds in a controlled environment and straight roads. EDSA is a no-no. For this technique, use slow shutter speeds (1/60-1/125), wide focal lengths (24-35mm), set the camera to AF continuous/AF tracking, or select burst mode. To add to the appeal of the photo, you can use varying angles. Just make sure you don't pull insane stunts.

## Money Shot:

The last but definitely not the least is the money shot. These are photos that bears the wow factor; basically what you see on the covers and spreads of automotive magazines. To nail that money shot, here are a few tips to take note of:

- Timing is key. Make sure you are shooting at the right time and at the right place. It is best to schedule outdoor shoots during the golden hour—just after sunrise, or just before the sun sets. Shooting at this period will have the sunlight that is redder and softer as your backdrop, making for a more dramatic output.
- Head over to a unique location. Your shooting spot must look new to the viewers, some place they haven't seen before or a location currently abuzz.
- Have a signature style. Photos speak of the person behind the lens. The viewer's get to know who you are by just looking at your creations. So have a signature shot that only you can do. With this, you are branding yourself. Even in a sea of photos, they can easily spot which one is yours.



Basic Pose

1st Martin Aguilar | [Autoindustriya.com](#)



2nd Eli Villagonzalo | [eLifestylemanila.com](#)



3rd Elaine Lara | [TopGear Philippines](#)



Details

1st Enzo Luna | [JuanManila.com](#)



2nd Kevin Francisco | [Yugatech.com](#)



3rd Mika Fernandez-David | [Gadgets Magazine](#)



Kodo in motion

1st Angel Rivero | [Philippine Star](#)



2nd Uly Ang | [CarGuide.ph](#)



3rd Raffy Pedrajita | [Digital Spidey.com](#)



# MUSIC APPRECIATION 101

## or what I learned from buying decent headphones


Words by Ren Alcantara  
Art by Leng Desuasido

Music is a wonderful thing. It helps set the mood, improve your general disposition, or at the very least, provide something to fill the crushing silence of an office where everyone is pushing hard to meet deadlines. Like the vast majority of people out there, I was generally content with using the headphones my devices came with, or some cheap generic ones from some store, and recklessly messing about with the equalizer.



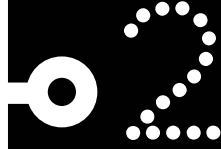
Things changed when I got my hands on a pair of headphones that, in the words of my sound tech friend, were “decent.” I was blown away. The headphones I got weren’t absolutely spectacular, but they were a great example of what the world of audio has in store. Once I had started with them, the music I listened really opened up—I was hearing things I hadn’t heard before. It’s a great thing to experience, and if you’re considering starting down this path, here are a few tips we’ve picked up along the way.





## There's so much more out there than stock headphones.

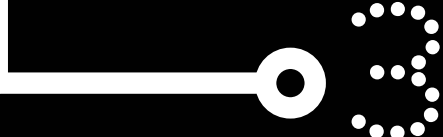
There's so much more to music than stock headphones can deliver. Stock headphones are, a lot of the time, included as little more than an afterthought. Poor tolerances, cheap materials, and low cost above all else mean that we can't really expect too much from what comes with our phones out of the box. If you're after the music as it was intended to be heard, you might want to get a pair of after-market headphones. Each pair sounds different, so if you are looking for a particular sound, you are likely going to be able to find a pair that will meet your requirements. If you can manage it, audition as many pairs as you can. That's part of the fun.



## There are a lot of great brands out there, and you might not even have heard of them.

Name three headphone manufacturers. Ok, now name three more. And now, name another five. While there are undoubtedly those of you who can rattle off brands like they were siblings, we're willing to wager that most might have trouble getting past the second set of three names.

What we're getting at is this: just because you haven't heard of a particular brand, it doesn't mean you shouldn't consider it. There are of course some really dubious ones out there, but don't limit your search to the usual names. While some of them are actually okay, to be honest, not all of them are that great. Price isn't necessarily a great indication of performance either. Just like any other item that is marketed to consumers, price can be little more than hype. Do your research, read reviews, and know your stuff. You're likely to get a better deal than just going straight to the big names.



## Play with your equalizer, but do it right

There are a few regions you should be able to manipulate, depending on how comprehensive your EQ is. From 20-60Hz, you're going to be dealing with the sub bass. This deep, powerful frequency can easily overwhelm the track, so you might not want to let this take over. Next up, at 60-200Hz, is bass. The kick drum, bass guitar, and other deep instruments start at the bottom of this range, while the top of the range is where the lower notes from pianos and acoustic guitars play. If you need a little more punch in your track, here's where you should go.

From 200-800Hz, you're dancing around the tops of the bass to the lower end of the midrange. The majority of the tones produced by musical instruments reside here. Tweaking this area affects the richness of the music. The sweetness of the cello, golden notes in acoustic guitars, and all that beautiful sound is in this area, so if you want less of it to open up the track, or more of it to make everything a little warmer, here's where to look. From 800-2kHz, you're going to be dealing with the midrange. Too much here can be tiring for the ears, so be careful.

From 2k-4kHz, you are in upper-mid territory. Vocals, sharpness, and clarity are affected by these frequencies, as this is the range that human hearing is keenly tuned to. This is personally the part of the music I like to emphasize, as it does a lot to make everything sound clear and clean. From 4k-7kHz, you're looking at the top end of your usual lineup of musical instruments. Near the 4kHz range makes the track sound like it's closer to the listener, and vice-versa. The 7kHz area is responsible for sibilance, or that sharp, painful hiss of the letter 's.' From 7kHz all the way to 12kHz affects how bright, and again, how clear the music sounds, though too much can be tiring and a little too sharp, particularly when listening for a long time.

One thing that should be noted is that when tweaking your EQ, try to drop frequencies instead of bumping them. Sliding frequencies up tends to add noise, which defeats the purpose of the endeavor. If you want to emphasize a frequency, try dropping the other sliders; just be aware that each frequency affects all the others.





# Drills for the beginning shooter

Words by Ren Alcantara

**I will be the first to admit that not all my memories of school are pleasant. Sitting down for hours, practicing a particular lesson can be tedious, and isn't the most rewarding endeavor, especially at the start, but put in enough hours, and you'll be rewarded with the joy of being able to pull off things you were once not able. The same is true with any skill, possibly more so with handling a firearm. You're not going to be very good at it to start, it is hard work, but with enough time, you're going to start reaping the rewards of hours at the range, or at home. It's a worthy pursuit, so to help you along, here are some exercises you may want to incorporate into your regular training.**

## 1. WEAPON FAMILIARITY

A handgun is a machine and like any other machine, the more you know about its method of operation the better. Get safe. Make sure your ammo is in a different location, clear the weapon, and re-do it each time you pick it back up, even if you don't recall having loaded it; cartridges have an odd way of finding themselves in chambers, so don't take any risks.

If you don't on a regular basis, field strip your firearm. You're going to have to do this whenever you clean it anyway, but the next time you do, take a moment to see not just where every part goes, but why they are there, and how they function. This will not only let you get more comfortable with it, but you'll also get a better idea about what could be wrong when it doesn't perform as it should.

## 2. DRY FIRING

The importance of this drill can't be stated enough. Dry firing is a great way to ingrain the proper grip, the correct sight alignment and sight picture, as well as trigger control, all in one exercise. For this to work though, everything must be deliberate—speed should come later, as a conscious decision on your part. It might be the least fun of all the drills you will encounter, but it

builds a solid base. Once your comfort level has allowed it, try incorporating the draw step into the drill, to get the whole process burned into muscle memory. The rewards are worth the hassle, we promise, and no, dry fire won't damage your centerfire weapon. But if you're really paranoid, use a snap cap.

## 3. RELOADS

You might think that, given the magazine size in your particular weapon, you won't need to reload, but that's just setting yourself up for failure. You might run your magazine dry engaging multiple targets, providing cover, or because the fight lasted longer than your magazine did. Should it happen that you have to gas your pistol back up, you should be able to do it quickly, and smoothly. Again, making sure you're in a place separate from all your ammo, practice dumping your magazine, and inserting a new one in its place. The point here is consistency: to get your hands moving to the right place at the right time in the reloading cycle. It will help to do this over a raised surface, with a cushion placed atop it, so you won't spend half the day bent over picking up dumped magazines.

## 4. FIRING CADENCE

In case you didn't think there was ever going to be any gun smoke in this article, here it is. Head

over to the range, with your ammo and spare magazines, and send four rounds down. Pay attention to your cadence of fire. Space each shot out by a second, making sure you hit where you're aiming. Be deliberate with your shots, don't rush them, and get them timed as perfectly apart as possible. Once you have whole seconds down, cut the time to half seconds, then keep going faster, until you can get a string of shots in a combat-effective area as fast and effectively as possible. This drill is harder than it seems, particularly at the slower paces, as it's so easy to get drawn into firing faster than you're supposed to. The point here is slow, deliberate trigger manipulation, and consistency.

## 5. MALFUNCTION DRILLS

While you're at the range, it might be a good idea to practice a few malfunction drills. Have a friend load a spent case or snap cap randomly in some of your magazines. When the gun fails to fire, learn to first identify the problem, then go straight into correcting it. There are a few problems out there, and while "tap-rack-bang" will fix a lot of it, know that there are a few, such as double feeds, and outright mechanical problems, that will require you to change gears completely. You can look specific methods up and take those with you on your next range trip. The point here is to learn to not stand around wondering what happened should your pistol go "click" instead of "bang."



*These just scratch the surface of what you should consider when first learning to shoot. It's a fun practical activity that gets even more fun, and more useful the more you learn. So stay safe, and keep grinding.*

IMAGE FROM WWW.THETRUTHABOUTGUNS.COM



IMAGE FROM WWW.USCONCEALEDARRY.COM



IMAGE FROM COLION NOIR OFFICIAL YOUTUBE PAGE





Nothing has permeated pop culture more thoroughly in the past decade or two than zombies. There are zombies in the movies, zombies in TV shows, zombies in books (and even an entire book on how to deal with the yet-to-happen zombie apocalypse), zombies in comics, and of course, zombies in video games. Zombies have been in video games since the Commodore 64, and recent AAA titles and series from big developers and publishers that have nothing to do with zombies such as *Call of Duty* even have "kill zombies" mini-games in them to satisfy the video game player's thirst to kill zombies.

# DYING LIGHT

## GOOD NIGHT GOOD LUCK

Words by Jose Alvarez

Developer: Techland

Publisher: Warner Bros. Interactive Entertainment

Platform: PC, Linux, PlayStation 4, Xbox One



*Dying Light* is the latest in these types of games. The player takes control of GRE operative Kyle Crane, who is dropped into the city of Harran. His mission is to get a computer file that will help fight the zombie outbreak occurring in the city—all while fighting zombies. One of the best aspects of the game is its free-running feature, although it might take some time getting used to if you don't typically play open-world adventure games.

One of the biggest handicaps you will face is that most of the weapons used are melee weapons, so those who boldly charge in and start blowing zombies to bits in other games will be a little disappointed with this title. Although there are a handful of ranged weapons and explosives in the game, they also attract attention because of the noise. It was fun getting up close and personal with zombies, giving a somewhat unique touch to the "kill zombies" genre where many games have you empty out guns to kill them. There are weather effects such as rain, fog and wind in the game which are typical of open-world games. You can even craft your own weapons and give your own personal touch to killing zombies.

One of the coolest aspects of the game is the day and night cycle. While the zombies are generally weak during the day and you can easily avoid them (or kill them), at night they become more vicious, agile, and gain the ability to jump and climb buildings as well. You are also able to use a skill called "Survivor Sense" which allows you to detect zombies in the dark. To combat the more aggressive zombies at night, you can use sound to lure them and trap them, or if you just want

to avoid conflict, you can distract them. Bringing zombies into any ultraviolet light slows them down so you can get away from them (or kill them off, depending on how aggressive you want to be).


There are several types of zombies. Biters are your typical zombie and the most common. These are also the easiest to kill. Virals are those who are newly infected—they display some sign of intelligence but will still attack you on sight. Demolishers are hulking zombies that have the ability to toss cars and other heavy objects, and can even crush concrete walls. Goons are also heavy-type zombies that wield huge hammers and hit survivors with a ground slam. Thankfully, Goons and Demolishers are extremely slow and you can either avoid them or move around their attacks.

Toads are capable of blinding you with acid spit, which can be very annoying if you aren't too keen on how to control yourself while blinded. The worst of them all are Screammers, which are infected children that lurk in buildings. They can disorient the player and call other zombies to their location, which means they should be taken out as quickly as possible when you see them. Volatiles only come out at night, but are very visible because muscles and bones are sticking out of their body and attack with their jaws.

Night Hunters spawn from Hives. Hives spawn more types of zombies if they are not killed quickly and can regenerate health as well. There are also undeveloped zombies inside which







should also be dealt with. Night Hunters can be identified by their tentacles. Last but not least are the Bombers, which to me are like a double-edged sword—they have an explosive growth on their chest, making attacking them up close with melee weapons impractical and forcing you to use the attention-grabbing ranged weapons (or throw a melee weapon). It also has a function of the Screamer—upon death, if it cannot reach you, the explosion attracts several Virals to come after you. The explosion of the Bombers, however, can also damage and blind other zombies for a splash damage effect if it is in a group.

If you want to kill zombies with your friends, there's multiplayer action to be had. There's a co-op mode for up to four players. You can even play as a zombie in *Be The Zombie* mode. You specifically play as the Night Hunter and join in other players' games, trying to kill Hives while evading and eventually killing the Night Hunter.

Overall, *Dying Light* tries to stray from the stereotypical "kill zombies" games in its genre and offers the player more freedom of movement. In other games in the genre, you're generally glued to the ground and you're using guns; in *Dying Light*, you're using makeshift melee weapons to hack and slash your way through zombies while climbing buildings. Fans of zombie-killing games will enjoy the change of pace and those new to the genre will find themselves hacking away at zombies (either alone or with friends) for days to come.





# Apps for an Easy-Peasy Windows PC

Words by Chris Noel Hidalgo

Got a new computer or reformatted your old one? Good. Before you go and enjoy the blazing fast performance of a refreshed system, take a look at some of the apps I routinely install on PCs that I use. Not only do these make the Windows experience complete, but they also provide various features that you just can't have with a vanilla machine. Save yourself the trouble of figuring out what software to use and have a go at these tried and tested apps.

## PRODUCTIVITY

### Microsoft Office

- 24 years old and still going strong is Microsoft's native *Office* suite.
- A major update every three years brings a whole slew of intuitive and cool new features.
- Has a weird quality of crashing at the most inopportune moments, but generally stable.
- You're only really going to use *Word*, *Excel*, and *PowerPoint*; the other ones just sit there using up internal memory.



### Sumatra PDF

- Certainly not the prettiest PDF reader out there.
- Free, lightweight, and straight-forward interface.
- Not that much features and you can't edit nor annotate PDF files.

## GIMP

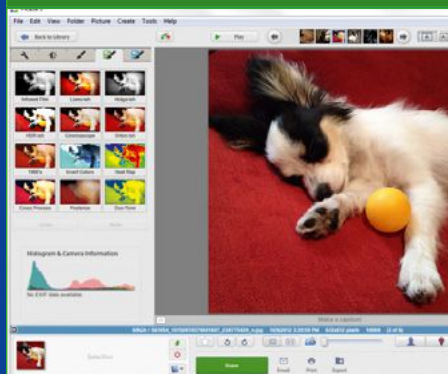
- *Photoshop's* simple-minded sibling boasts a wide array of features you can find on paid image editors, but at no ticket price.
- Relatively flexible and user-friendly interface.
- Does not take up an insane amount of hard disk storage space.
- Active user base and dedicated forums with tutorials, bug workarounds, and scripts to make your life easier.



## MULTIMEDIA

### Picasa

- This Google-made software makes organizing your pictures simpler and easier.
- Automatically detects folders containing pictures and organizes them according to the date they were last modified.
- Comes with a host of quick editing options such as red eye removal, cropping, light, contrast, and saturation adjustments, and filters.
- Popup windows interface looks much prettier and tidier than default Windows app. Too bad Picasa's main interface looks daunting and cluttered.

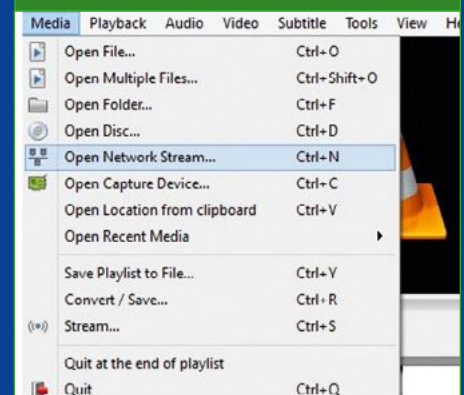


### Spotify

- Not too be forgotten in this list is *Spotify*, the absolute most popular music streaming app there is.
- On PC, allows unlimited skips, saving tracks to your playlists, and playing any song you want, when you want.
- For PHP 129/month, you'll also get the highest quality audio streams, offline caching, and no more of the annoying ad guy.
- Also allows you to import local audio files such as MP3, MP4, M4P, and M4A files.

## VLC

- A media player that doesn't make me cringe with frustration every time I use it.
- Plays virtually all video and audio formats you can possibly have.
- Bonus features include downloading YouTube videos, recording your desktop and webcam, converting video formats, ripping videos right out of the DVD, and subscribing to podcasts.
- Interface is simple and clean-looking, but options to fine-tune your viewing and listening experience are anything but. Still, you can try playing around with the video and audio sliders to make the most out of your hardware's capabilities.

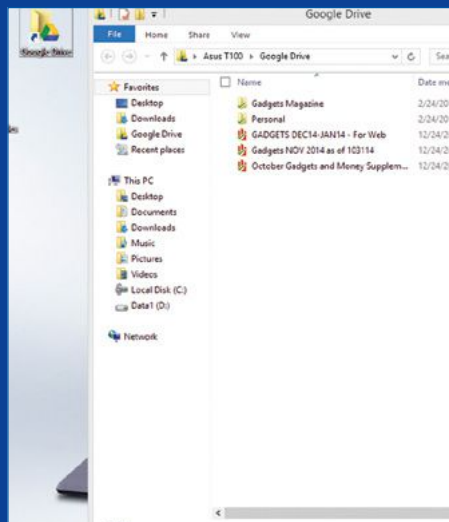




## INTERNET

### Google Chrome

- Automatically syncs browsing history, saved pages, bookmarks, passwords and auto-fill information whether on PC or mobile.
- Minimalist interface with slightly tweakable design.
- Omnibox address bar streamlines experience, allowing search queries or website hits when entering domain names (those that end in .com, .org, .net, etc.) all in the same browser box.
- Built-in security protects you from known malicious links and exploitative content.
- Fast performer but resource hungry because each tab is treated like an individual browser instance.

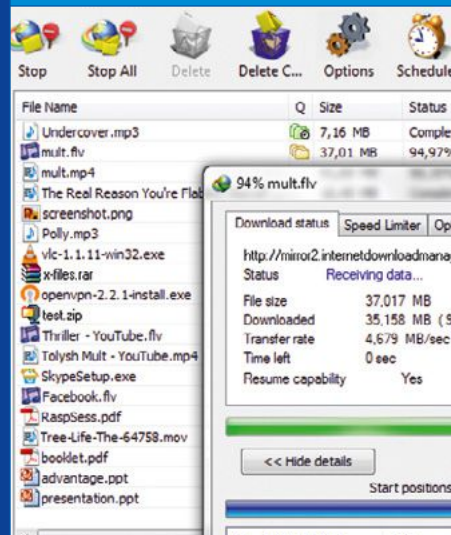


### Google Drive

- Automatically available with your Google account.
- Comes with 5GB of cloud space off the bat but you have to pay for extra storage ranging from 25GB to 16(!)TB.
- Web integration with [drive.google.com](http://drive.google.com) is excellent, allowing you to view your files through a browser, as well as create documents, spreadsheets, and presentations even without a productivity suite.
- Strongest aspect is real-time collaboration, allowing people you specify to work on a single document with changes being made in, well, real-time.

## Internet Download Manager

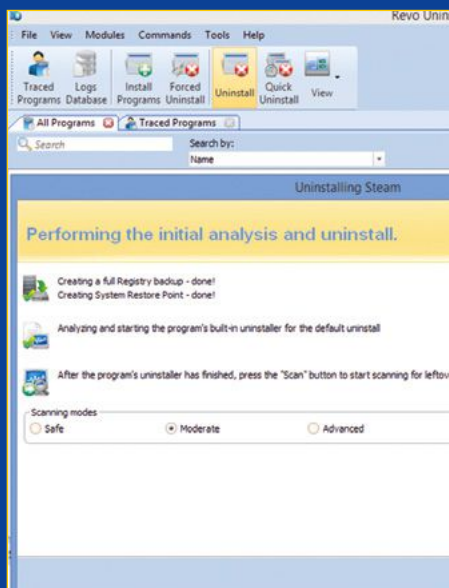
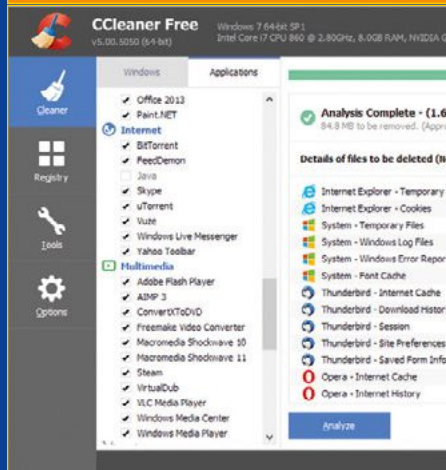
- Out of the download managers I've tried, only IDM has impressed me enough to not be uninstalled.
- Seems to be able to download faster than built-in browser managers.
- Able to throttle, pause, resume, schedule, and organize downloads.
- Takes over downloads straight from browsers.
- Popup *download video and audio panels* allow you to grab multimedia from video and audio streaming sites.
- Download resume capability is compatible with many file sharing sites.



## SYSTEM OPTIMIZATION

### CCleaner

- Wondering why your system slows down even though you only visit legit sites and are meticulous with flash disks? It's because of temporary files, cookies, caches, and unused registry entries.
- CCleaner sweeps your computer of any junk to keep things snappy and relatively fresh.
- Interface looks good and is simply fantastic.
- Best of all, its free version has everything the average user could ever hope for.

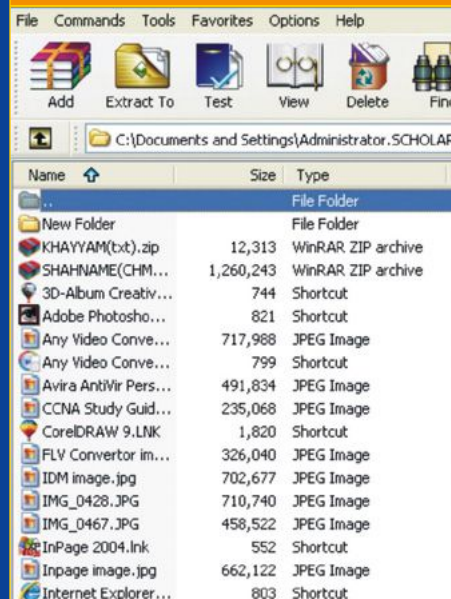


### Revo Uninstaller

- No, deleting an app's icon does not uninstall it, and no, uninstalling the app via the *Control Panel* does not totally remove it either.
- *Revo Uninstaller* not only removes the software in question, but also scans your computer for any leftover files that may have escaped its first pass through. That means no more blank folders cluttering up your drive.

## WinRAR

- The kindest app out there: says you can try it out for only 40 days but then never bugs you about making a payment once you're past that point.
- Able to archive, extract, and repair almost all files.
- Can set a password to sensitive files that you archive to keep it safe from prying eyes.





# The Upside of working in the Apple Ecosystem

Words by Presy Alba

**It's obvious that I'm an Apple believer. But the real reason why I love my Apple devices is that they are not only fun to use, but they also make my life a lot easier and make my friends think I'm a gadget whiz.**

Here's one example why—every second Sunday of the month, during our community's monthly meeting, I make the same setup in the front of the hall: I connect my iPad to an LCD projector using a Lightning to VGA adapter, then open the Keynote presentation I previously prepared.

Next, I get my iPhone, open the Keynote app and click on the remote control link. Once the devices recognize each other, I could control the whole presentation from anywhere in the hall: I can swipe my iPhone to move the slide, or I can pinpoint a particular item on the Keynote slide on my iPhone and a red dot appears in the screen projected from my iPad so I don't need to use a laser pointer to emphasize a point. I could also see my presenter's notes on my iPhone, so I don't miss any cue.

It sounds unbelievably easy and simple—and it truly is, but looks awesome and impressive. What's even better is that this can be done without any Wi-Fi connection because the devices connect via Bluetooth.

What I just described is actually the finale of a series of activities I started a few days before when I made the Keynote presentation on my Macbook. Yes, I could have worked on my iPad to make the same presentation but it's just more convenient and easier to do on the Macbook and using the iPad as an extension screen.

With the Macbook's wider screen I have a bigger work area, and move from Keynote to Safari to search and download what I need a lot faster. If I need to extend my workspace, I just turn on the Air Display app on my iPad and it connects via Wi-Fi to the host application installed in the Macbook and *voila!* I have an extension monitor.

When I finish the presentation, I just save it to the iCloud Drive and it automatically syncs to my iPad, so I don't need to lug my Macbook to my community meeting. I can just slip my iPad and iPhone plus the VGA adaptor into a small handbag and I'm ready to go.



# Power shortage? Seize the Wind

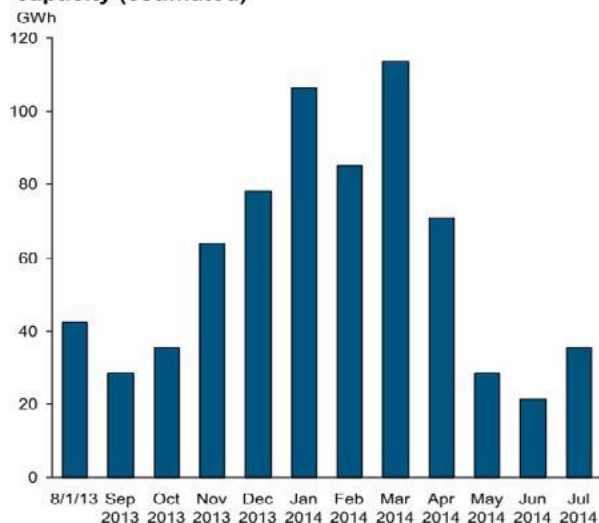
Words by Mia Carisse Barrientos

We have been warned countless times. We are currently witnesses to the limits of our world: blackouts, drought, flashfloods, heat waves, blizzards—you name it. These remind us that the once abundant resources we have are now in tight supply. It may seem that our existence have been disappointingly leading us to a dead end, but we are given a choice in the form of renewable energy; and that choice is the only option.

There are many forms of renewable energy. One of those is harnessing power from the wind. As it is renewable, we can conclude that we can never run out of it. World Wide Fund for Nature (WWF), an international non-governmental organization, has been working together with countries to help resolve issues on climate change all the while take steps to conserve and refurbish the environment.

WWF kick started its Seize the Wind campaign by beginning operations of new wind farms in Guimaras and Ilocos Norte. This added 303MW to the country's power supply should help shore up consumers from a probable power shortage come March.

**Monthly generation by additional 300MW wind capacity (estimated)**



Source: WEDAP

A brief assessment of additional wind capacity in the WESM

• How long has the Earth existed? Probably a gazillion years or more (It's 4.54 billion years old -Ed). What we only know are what scholars have documented on textbooks and now the Internet. Considering the length of the Earth's being makes one wonder: how much does the Earth have left? If there was ever a timeline for our little island home, what are the actions we need to take to have it stretched for the benefit of generations ahead of us?

• Can we prevent life from running out?



The Seize the Wind campaign is a move to increase the Feed-in Tariff (FiT)—renewable energy payments—allocation for wind energy from 200MW to 500MW. Wind farms are comprised of tall turbines huddled in a single

location to gather energy to produce power. As compared to other green energy sources, wind farms possess potential greater than the needs of all humanity. As told by WWF, wind parks are faster to build, and great for the economy. The length from installation to operation takes just about a year—significantly shorter compared to traditional fossil-fuel plants, which take at least four years to materialize. According to the WWF, about 70-percent of the power we consume is currently generated from fossil-fuels—90-percent of which are imported at varying prices.

The construction of more wind farms will help free energy companies from the shackles

of having to import expensive fossil-fuels like coal and oil; in the long run delivering consumers from skyrocketing costs of electricity and the Earth from further destruction.

"We are hopeful the Department of Energy shall immediately increase the wind FiT allocation," said WWF-Philippines Climate and Energy Unit head Atty. Gia Ibay. "In fact, based on data from the Wind Energy Development Association of the Philippines, the month with the highest wind energy output occurs during March of each year. Incidentally, this is the same month when our projected 2015 power shortage is slated to worsen. By Seizing the Wind, we can augment our power supply this 2015."

# Traveling on a Package Tour

Words by Presy Alba

**Summer is officially just a few weeks away. Expect to see a lot of advertisements for 3 to 5 days travel packages in newspapers, magazines, travel websites, and posters at the travel agencies.**

Going on a package tour may not sound sophisticated, but they are the easiest, safest, and most convenient way to organize a trip, especially if you are not very familiar with the destination and do not have the luxury of time to research and make the arrangements piecemeal.

Many of these advertisements will look really attractive and cheap, but not all travel packages are the same so you must exercise caution before you commit and sign-up for anything. The most cost efficient package that will also deliver a great experience is a 4 days, 3 nights package. Basic inclusions are a roundtrip airline ticket and 3 nights hotel stay with complimentary airport transfers. City tours and other activities are usually extra.

The advertised price is typically for one person, but most packages require a minimum of two persons, so you will need a travel buddy.

To make sure that you're getting what you pay for, discuss all the details with your travel agent and read the fine print so you understand what is included or not included in your package.

Also make sure to stretch and enjoy all the hours of your 4-day vacation as much as possible by following these tips:

## Airline booking

Choose a flight that arrives at your destination in the early morning of Day 1 and departs late on Day 4. If you arrive near midnight on Day 1 and depart early morning of Day 4, you will have just 2 full days at your destination because you'll be in transit on Day 1 and Day 4.

Always ask if your ticket has any flexibility: is it re-bookable and/or refundable? How much will it cost if you need to make changes? If your ticket is not refundable and/or not re-bookable, the ticket is forfeited if you need to reschedule your flight.

## Hotel Accommodation

Rooming arrangements for these tour packages are usually for 2 persons per room. You have the choice of booking a room with 2 twin beds or one double.

Check-in time is at 2-3pm, but many hotels will accommodate an early check-in request at no extra charge if they have available rooms. If they cannot accommodate your request, you can always leave your luggage with the concierge and walk around to familiarize yourself with the hotel surroundings.

Check whether your reservation includes free breakfast. If you are traveling with children, hotels usually allow up to 2 children at no extra charge if you don't ask for extra beds. If your hotel booking includes free breakfast, it is usually for 2 adults plus 2 kids under 10 years old.

Hotels usually accommodate requests for non-smoking rooms, and it is more convenient to ask for a room near the elevator especially if you are staying in a big hotel.

The hotel booking also usually includes free airport transfer, but to avoid any misunderstandings, make sure that this service is clearly stated in your package. Also check if your hotel offers free Wi-Fi service.



## Tours and Activities

Joining group tours while at your destination could be a fun experience and allow you to make new friends, but if you wait to make the booking when you reach your hotel, it could be quite expensive. Ask your travel agent if they could make the booking for you. Or, you could book online via travel websites such as [www.asiatravel.com](http://www.asiatravel.com). These tours and activities must be paid in advance. You will then receive a voucher with instructions on where you will be picked up and dropped off for each activity.

Check if the city you are visiting has a "Hop-on Hop-off" bus service. If it does, get the 2-day pass for the 2 full days you will be visiting. This way you not only get to see most of the tourist sites, you'll also have unlimited access to transportation for the next 2 days.

If, on the other hand, you just want to wing it, or if you want to go sightseeing on your own, [www.tripadvisor.com](http://www.tripadvisor.com) is the best source of information on the best guides, places to visit, where to eat, and other fun activities in the area. Because real travelers write the reviews, you'll get an honest evaluation.



## Devices and Apps

You'll be bringing your phone and probably a tablet anyway, so before you leave for your trip, make sure to load your devices with at least one offline map, travel guide app, and a transit app so you'll be able to find your way even if you're not connected online.

Having the following apps will also be beneficial: *WiFi Finder* will help you locate available wireless services in your vicinity. *Viber* or *Skype* will help you stay connected to your friends and family whenever you have wireless access.

Also make sure to bring along a power pack so you don't run out of juice. Make sure your devices have enough free storage for all the photos you'll be taking. And, don't forget to pack all your power cords and chargers!





# CRT screens

Words by Ren Alcantara

Depending on where you grabbed a copy of this article, you may be reading an actual, physical copy, or from the convenience of an electronic device. If you're doing the latter, stop and stare at the screen for a moment. It's gorgeous, I'll bet.

Chances are good that you've got a gorgeous, bright screen, with pixels so fine you can't even tell them apart. This is the current state of the art in displays: LED screens that give vivid colors and startling clarity. It's actually pretty amazing. Flash back to maybe two decades ago, though, and the main technology driving a lot of displays in the market was the Cathode Ray Tube, or CRT to its friends. It wasn't so long ago that armies of these displays populated desks, A/V cabinets, and everywhere else we needed to view things electronically.

The CRT is a display that uses a vacuum tube, at least one electron gun, and a fluorescent screen to display an image. In contrast with the gloriously flat displays we have today, the CRT needed a large body to hide all that large hardware, along with a lot of weight for the electronics housed within.

Colored CRT screens had three electron guns, one each for red, green and blue, which fire electrons that strike the back of the screen. Early models had a physical screen that kept the electrons from striking the wrong part of the screen, which allowed for relatively accurate pixel reproduction. Later on, magnets were used to achieve the same result.

Early models needed electron guns that had to be a little overpowered to produce a viewable image, but as with all of technology, better and better materials, methods, and manufacturing, allowed both lower power use, and a better picture.

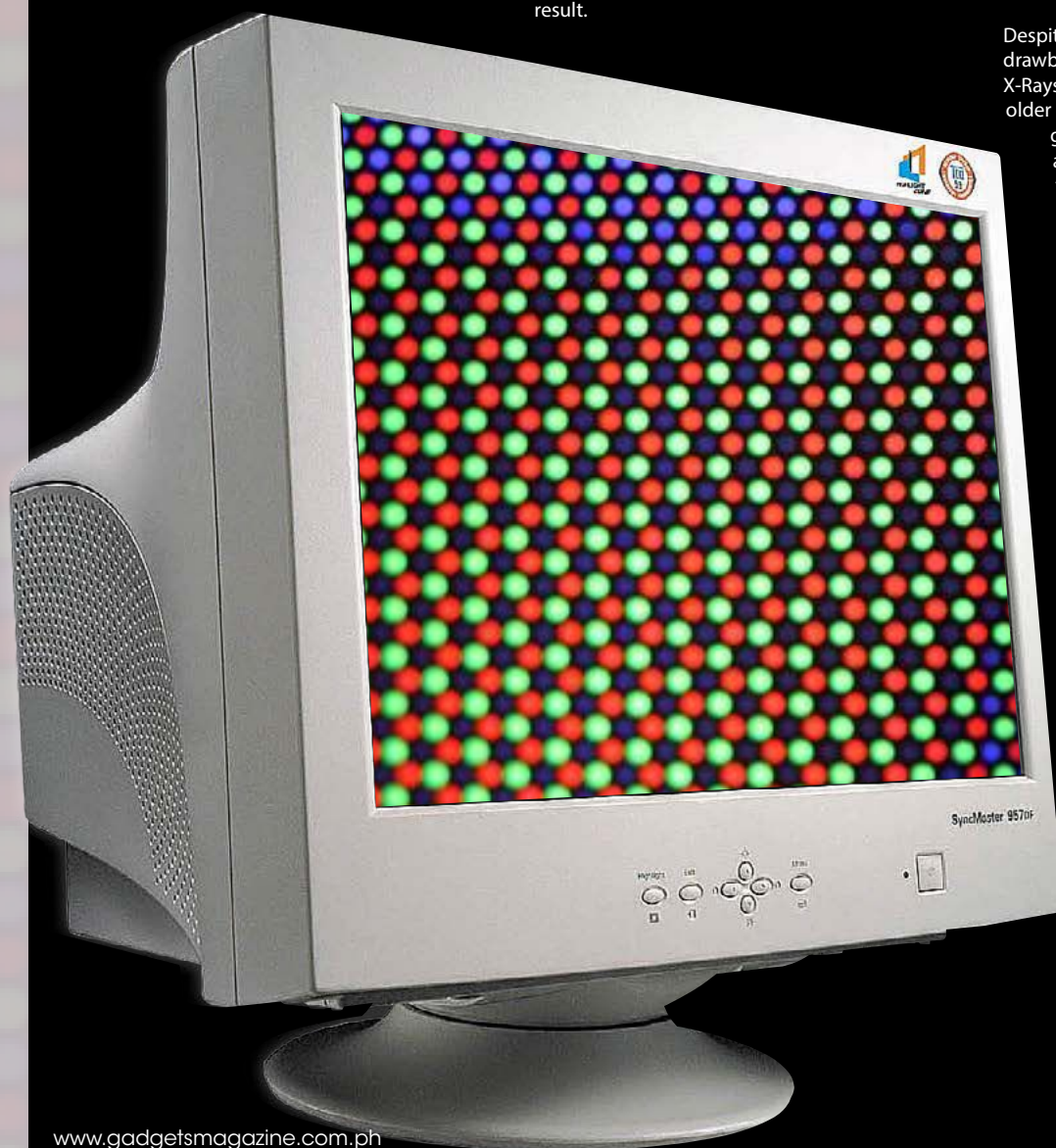
The device was a great boon back in the day. They were cheap enough to produce, simple enough to manufacture, and singlehandedly brought entertainment to practically every household. Just as smartphones allow us entertainment and information wherever we go, the wide acceptance of the TV, thanks to CRT technology, allowed people access to much of the same, at a level that was much more immersive than radio.

Despite being so helpful, it wasn't without a few drawbacks. CRT screens do emit an amount of X-Rays during their operation, but even on the older ones, the amount of X-Rays emitted is generally below the safe limit. To reduce the amount of radiation emitted, older models tended to use leaded glass, which was a whole other can of worms, though mostly harmless.

There was also the slight matter, at least for some cheaper models, of flicker, caused by the refresh rates of the screen and the systematic scanning of the display image. It was hardly perceptible at higher refresh rates of 75Hz or more, but was a general limitation of the method used, particularly early on.

Eventually, the dropping cost of competing digital technology, such as Plasma, and LCD displays started to overtake the CRT. Their greatly-reduced sizes, weights, and power consumption was the death knell for the aging CRT technology. Their sensitivity to magnetism, and the greater sharpness of competing technology, killed it almost completely. By 2010, most CRT TV production had ceased.

Still, most of us old enough to be reading this article will have fond memories of the older-style displays, the endless hours spent in front of them, and the shows that had us hooked. For all the convenience of modern displays, there's a measure of nostalgia our digital displays just won't be able to match.



# LG INNOFEST 2015

Words and Photos by Ren Alcantara

Just last month, LG held their yearly InnoFest at Kota Kinabalu, Malaysia. The event, which exhibits the latest devices LG has set for the year, showcased a whole lot of home appliances, as well as a long lineup of home entertainment equipment. Being a major point in the brand's calendar, LG brought dealers and members of the press from all over the APAC region, and we were lucky enough to get a seat. Here's what we saw.

The InnoFest, which had the theme "Innovation for a better Life," had more than a few devices and services aimed at the consumer, in order to make the everyday just a little more convenient.





LG first went into a showcase of how they imagine the smart home to be. Deep integration between devices and appliances means you have access to all the home information you could ever need. From having alerts from your washing machine appear on your smart TV screen, to being able to control the oven from your smartphone, LG wants to make home life even more convenient. By making devices intelligent enough to recognize other devices on your network, as well as send and receive commands to and from each other, the smart home looks to make your safe haven follow your every remotely-issued command.

LG makes this happen by being a part of the AllSeen alliance, which has standardized protocols in order to lay the groundwork for an Internet of Things (IoT) world. Being a part of the same alliance helps make sure that LG's devices should play nice, even with devices from other manufacturers. Imagine watching your favorite sporting event while washing your clothes, and receiving on-screen alerts as to the status of your washing/drying cycle, so you can remotely choose what your washing machine does next. The convenience of not being interrupted by mundane tasks is just one way the smart home will make life that much better.

Next up were LG's refrigerators. It's bound to be no surprise to any of us, but one of the most power-consuming things you can do with the fridge is open the door, which, if you have had any experience in the modern world, is a step you can't skip when retrieving something from inside. LG gets around this problem by giving consumers the door-in-door design, which allows consumers to access the most frequently used items in the fridge, without having to swing the whole door wide open, using 47 percent less power than conventional refrigerators. On top of this, LG's refrigerators are equipped with their linear inverter technology, which lasts longer, and is 32 percent more efficient compared to conventional technology.

Washing machines have also been updated for 2015. The washers incorporate LG's proprietary Turbo Wash technology, which cuts washing time to 59 minutes, without sacrificing cleaning power. This uses 15 percent less power, and 40 percent less water per load. The top of the line device in LG's washing machine stable is the dual-tub washer that allows you to do a large load in the main tub, and a smaller, separate load in the secondary bottom tub. This saves time, allowing users to accomplish more, in less time, and less effort.

Vacuum cleaners came next, with an innovation that seems so obvious, it is a wonder it didn't happen sooner. LG's CordZero line of vacuum cleaners is exactly that: full-sized and stick vacuum cleaners that don't need to be plugged into a wall outlet to function. They manage this thanks to removable, internal battery packs that you charge between each use. This is done without sacrificing their ability to pick up dirt and debris thanks to LG's Smart Inverter Motor, which guarantees maximum performance with high

efficiency and durability. The Smart Inverter Motor is about 28 percent smaller, 22 percent lighter and 13 percent more efficient than conventional vacuum motors, and allows the internal battery pack to power the stick vacuums for up to 60 minutes. The larger canister vacuum cleaners even have motorized wheels that follow the user once they go beyond a certain distance from the body of the unit.

Next up was a division that is near and dear to all consumers who have ever had to endure the harsh tropical heat: air conditioners. Along with the now-ubiquitous linear inverter technology, the ACs also have both virus and odor control built into the hardware. A particular pain point for users in the tropics, according to LG's own studies, was mosquitoes. Not one to leave their users to suffer those infuriating pests, the air conditioners also come with mosquito-repelling features that render the bugs less active, and therefore, less prone to bite and cause discomfort and disease. LG's Active Energy Control feature allows users to intelligently adjust cooling power, in order to drop energy consumption as their user scenarios require. This takes the guesswork out of picking the right temperature and fan speed settings, for a more efficient cooling experience. An additional function included in some models is voice control, which allows you to remotely power the unit up, literally without lifting a finger.

The much-awaited Home Entertainment was next to showcase what they had in store. They had a quick update of the state of 4K in the market, with extremely promising figures. 4K is being adopted at a dramatically increasing rate, with 13 million units sold in 2014. In order to meet what is expected to be a mammoth demand this year, LG has invested USD 600 Million into their Display Unit—a move which is already paying off, as made apparent by their rising market share. They announced that this year will see 46 new units ranging from a now-dainty 40-inch, to a monster 105-inch behemoth.

Web OS has also been given an update to version 2.0, which gives users more stability, 60 percent better performance, and a much more pleasant viewing experience overall. As an additional bonus, all current WebOS devices also come with AllSeen support, for painless integration with other AllSeen-compatible hardware.

They also introduced *LG Music Flow*. The service allows users to stream audio to multiple speakers either individually or together, with support for some of the more popular streaming services in the market today. This should dramatically simplify playing music throughout your home, whether for a party or private listening, allowing you to simply focus on enjoying your favorite tracks.

LG has a lot of innovation planned for 2015, and if the InnoFest is any indication, we're in for many more amazing things from the company.

Deep integration between devices and appliances means you have access to all the home information you could ever need. From having alerts from your washing machine appear on your smart TV screen, to being able to control the oven from your smartphone, LG wants to make home life even more convenient.



LG 4K TV



LED versus OLED



LG Hom-Bot Square



LG CordZero



LG Turbo Wash



LG Refrigerator

# 2015 SAMSUNG SOUTHEAST ASIA FORUM

Words and Photos by Chris Noel Hidalgo

**Samsung's one of the companies leading the charge towards the ultra-modern abode, and Southeast Asia's in for a treat: most of the things they revealed during the 2015 Consumer Electronics Show will be landing in our neck of the woods.**

The local offerings were announced in Bangkok Thailand last February 12 during Samsung's Southeast Asia Forum, and the *Gadgets* team was at ground zero to bring you the deets of what they have in store for your living room, kitchen, office, laundry room, and gaming room.



## Samsung SUHD TVs

Banking on their television knowhow, Samsung has gone ahead and made panels that surpass the capability and quality of most 4K TVs. Debuting at the 2015 CES, the SUHD TVs boast nano-crystal display technology and an SUHD re-mastering engine for more engaging, detailed, and stunning pictures. The former utilizes microscopic light sources for 64-times the color expression of regular TVs, while the latter analyzes the image's brightness levels and adjusts them for contrast that is two and a half times deeper than 4Ks.

Three SUHDs will be offered to Southeast Asia: the JS9500, JS9000, and JS8500, with sizes ranging from 55 to 88 inches.



## Samsung Tizen OS for Smart TVs

Additionally, we should expect that all 2015 Samsung smart televisions will be running the company's *Tizen* operating system. It features various connectivity options both to the Internet and (in the future) to your other appliances; a flexible app development ecosystem; and wide content availability.

The *Smart Hub* home screen is now more responsive and intuitive. Now, content you've recently accessed and Samsung's own recommendations are both shown in just one screen. Samsung phones can easily mirror content to the Smart TVs using *Bluetooth Low Energy* and the *Quick Connect* features.

If you often fall asleep in front of the telly, *Tizen* can act as your alarm and give you weather, time, and show schedule briefings as you begin your day. Additionally, *Tizen* TVs are future-proofed, being Internet of Things-ready not just with other Samsung products but also with the wares of various partner manufacturers.

Along with *Tizen*, Samsung Smart TVs released in the Philippines will ship with the *Samsung Seasons* and *Family TV 2.0* features. The former allows full seasons of international TV shows to be rented for 30 days, with the first episode of each viewable for free; while the latter enables users to save and send photos and sound clips of their favorite TV moments.



## Immersive Audio with the WAM 7500/6500 and Curved Soundbar 8500 Series

Samsung's Audio Lab team created three audio-immersive products with a wider-than-average sound output so your listening experience never has to be lopsided again. The WAM7500/6500 features the company's signature ring radiator technology for omnidirectional outputs throughout your living room. The 7500 is larger with a stand for table tops, while the 6500 has a handle and integrated batteries for 360-audio on the go. Meanwhile, the Curved Soundbar 8500 series is the perfect complement to 48 to 78 inches large Samsung Curved TVs. It booms 9.1 channel audio through a wireless connection whether to your TV or your other Samsung gadgets. Deeper bass is also guaranteed with its patented Multi-Air Gap subwoofer.



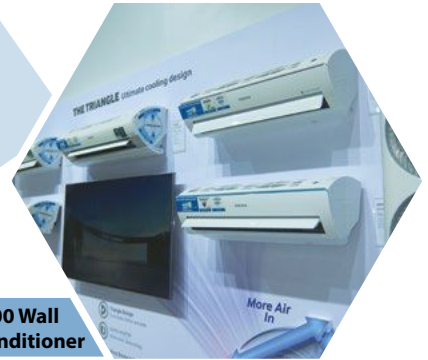


### Samsung Chef Collection 4-Door Refrigerator

In collaboration with Michelin-starred chefs, Samsung developed this special kitchen helper to augment your culinary arsenal. The Chef Collection Refrigerator (RF9900) comes with a number of special temp zones meant to store specific food. Precise Chef Cooling technology minimizes temperature fluctuations to 0.5-degrees Celsius— as opposed to the regular refrigerators', 1.5-degrees—for superb energy efficiency. A Metal Cooling Plate at its back also helps maintain temperature inside.

Additionally, a Triple Cooling System has three single airflow channels in the fridge keeping humidity at bay, and making each section much colder. This technology also allows a Fridge-in-Freezer compartment which is a space that you can use either as a fridge or a freezer depending on your needs.

Finally, the Chef Collection Refrigerator comes with a multi-function stainless steel Chef Pan usable for marinating, storing, and cooking food in the oven.



### Samsung AR7500 Wall Mounted Air Conditioner

With Digital Inverter Technology and a triangular body, the AR7500 can fill a room with cool air in seconds. Its design allows for a 139 percent wider inlet, 154 percent wider outlet, and a bigger fan that propels air 26 percent faster, 14 meters farther, and two times wider than regular, box-shaped aircons.

Helping achieve cool temps in moments is a Fast Cool mode, which automatically switches to Comfort Mode to retain desired climate. Keeping the air output free of dust and microbes are the Virus Doctor and Easy Filter features.

### Samsung Activ DualWash

Samsung's latest washer struts improvements that take the pain out of laundry day. Opening its lid reveals a built-in sink with a water jet and gentle scrubbing surface so you can easily pre-treat any delicate clothes before dumping them into the main drum below. Detergent is stored in a Magic Dispenser where it is effectively dissolved and spread with a propeller.



### Samsung Powerbot VR 9000

Finally, a vacuum cleaner for the truly hands-off. This robot floor sweeper from Samsung has been guaranteed to suck up dirt from anything from hardwood to carpet. It's run by a Digital Inverter Motor making it energy efficient and up to 60 times as powerful as other robot vacuums. It's able to detect any obstacles in its way thanks to a Height Performance FullView Sensor. Coupled with high-performance chips and an on-board digital camera, the Powerbot VR 9000 can generate a virtual map of your home and decide for itself the most efficient cleaning route via a Visionary Mapping Plus System. Finally, you can use a remote to point the 'bot to where you want it to go. It automatically parks itself in its docking station once its juice runs dry or as soon as it complete its task.

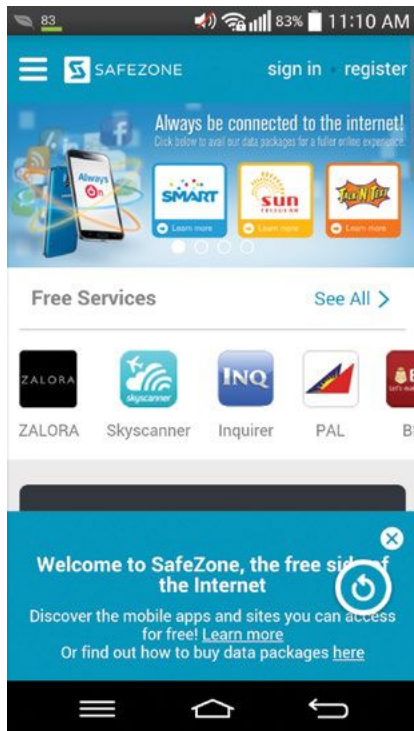


### Samsung AX7000 Air Purifier

Soon to be the best friend of pollen and dust allergic people everywhere, the AX7000 has a Dual Power Fan and two, 5 step filtration systems to purify the air around it. Even oily and stinky kitchen air is no match for the AX7000's Oil Mist, Deodorization, and HEPA filters. The AX7000 leeches the bad out of the air at a rate of 773 cubic meters per hour.



## SafeZone makes Philippine debut; gives free access to apps



**The Philippine Long Distance Telecommunications' (PLDT) digital arm, Voyager Innovations, Inc., has launched SafeZone, an online platform that allows mobile access to the apps and sites of brands and businesses for free.**

"SafeZone presents a real win-win scenario for businesses and consumers alike," said Orlando B. Veja, president of Voyager. "By offering free access to businesses' apps and sites, SafeZone enhances the value proposition of brands to their customers, so their users are better served and companies are more efficient. This platform will open the door so that more companies will be able to take advantage of this kind of powerful partnership."

Initially available through SafeZone are various brands in local and global entertainment, online commerce, travel, transportation, and news. The list includes Philippine Airlines, Bank of the Philippine Islands, Agoda, Inquirer, Skyscanner, ZALORA, Carmudi, Lamudi, SPINNR, GameX, Babble Messenger, Eat Bulaga, and Pinoy Hoops, among others. Additionally, users can access their Facebook, Twitter, and Instagram accounts for free by linking their SNS profiles to the SafeZone Social page.

"With growing smartphone penetration in the Philippines, more users are now accessing online services via their mobile phones. This presents an opportunity for businesses to reach out to their customers wherever they are through their smartphones, and be closer to them than ever before," said Benjie Fernandez, Chief Operating Officer of Voyager.

Other names like Philippine Star, Interaksyon, Yahoo! Celebrity, Takatack, Tripda, and foodpanda will soon be added to SafeZone's list of affiliates.

SafeZone can be accessed through [www.safezone.ph](http://www.safezone.ph) or through the SafeZone app for Android users. Accessing a website or service not partnered with SafeZone automatically prompts users with a load deduction warning.

## Brother introduces Customer+ loyalty program

**In recognition of the years of trust and loyalty of consumers to the brand, Brother Philippines has just introduced a loyalty program for its highly-valued end-users. The Customer Plus (Customer+) Loyalty program aims to improve customer retention, reward as well as listen to the voice of the consumers.**

The Customer+ is a fully integrated customer program that entitles new and existing Brother printer and MFC customers in Metro Manila to an extended one-year warranty and comprehensive training sessions for them to maximize the benefits of their product.

Added perks of signing up for the program also include receiving updates on machine information, consumables, service, newsletters, maintenance tips, invitations to Brother events, and special trade-in offers given two years from the time customers become Customer+ members.

Glenn Hocson, president of Brother Philippines said, "Our customer loyalty program has been in place for some time now; and in running the program silently, the customer feedback that we've gathered helped us improve the program to be more structured and to serve our customers better. This improved program is what we are formally introducing today as 'Customer+'."

He further stressed, "The program is part of our customer-first orientation as reflected in our 'At Your Side' mantra. We always want our customers to be able to use our products well and maximize their features, and be assured that Brother is always at their service."

During the launch of the program, customers shared their experiences with Brother products and gave testimonials on their comprehensive training. They expressed that through these activities they are getting more value from their purchases.

Also present during the event were Isao Noji, general manager of the Sales and Marketing Department handling Asia Pacific and Japan, and the Global Marketing Department of Brother Industries Ltd.; Yumiko Iwada, general manager of the Sales and Marketing Department handling the US and Europe of Brother Industries Ltd.; Takao Shima, manager for Sales and Marketing for Japan and Asia Pacific of Brother Industries Ltd.; Masakazu

Goto, senior team manager of the Sales and Marketing Department handling the US and Europe of Brother Industries, Ltd.; Shinji Tada, managing director, ASEAN, of Brother International Singapore Pte. Ltd.; and Masao Kasagi, deputy general manager for Sales and Marketing, Brother Philippines.

Brother influencers Troy Montero, Patty Laurel, Jeron and Jeric Teng, Ginoboi Quillamor, Danica Sotto-Pingris, Patricia Prieto, Ginger Conejero, and LA Tenorio were also present to support the event.





# Meralco officially opens Power Lab to educate Pinoys on energy efficiency

**Yes, you have the basic knowledge on how to save energy but, on a daily basis, is this acquired information enough for you to know you are saving enough?**

Manila Electric Company (Meralco) on January 28, opened the doors of its two-level multi-purpose facility that tests appliances and gadgets of their power consumption. The "Power Lab" is intended to help Filipinos better understand electricity usage and energy management.

Al Panlilio, Meralco SVP and head of Customer Retail Services, said that the Power Lab will impart independent, quantifiable and identifiable information on energy use to public consumers by leveraging on current technologies and continuous research.

"We want our customers to visit the Meralco Power Lab to discover how much electricity typical home appliances and gadgets consume and to realize how this impacts on their household expenses. Hopefully, this will encourage them to become more conscious about electricity use and be more energy-efficient consumers," said Panlilio.

For Filipinos to learn how to manage resources intelligently, the Power Lab features three main

parts: an Equipment Testing Laboratory, for testing the energy consumption of appliances and gadgets both brought in by visitors or housed at the facility; a Demo area, where an interactive energy display monitor show comparisons between the energy usage of average electrical devices versus those that use different technologies; and an Intelligent Living Space, that showcases an ideal and efficient set-up for home-owners.

Technology being key in the success of this endeavor, Meralco chairman, Manny V. Pangilingan shared his vision for the utility company to be an "Internet company with a power business." Moving in the direction towards energy efficiency, Jericho Petilla, Department of Energy secretary also shared his desire, in partnership with Meralco, to pioneer a device that can be latched on to appliances to measure its consumption.

The Meralco Power Lab is located inside the Meralco Compound in Ortigas Center, Pasig City. Entrance to the facility is free and is open for scheduled visits only.



## NBA and LINE announce digital content partnership

**Want to get real-time updates and immerse in the excitement and thrills of NBA action? Good news, the National Basketball Association (NBA) has just officially launched its LINE account.**

NBA is the first US professional sports league to partner with the leading Global communications app, LINE. This deal will see NBA launch an official LINE account and provide digital content and updates to its followers through it.

"We are very pleased to announce that the NBA, one of the world's leading sports leagues, is the latest addition to LINE's list of official account holders," said Akira Morikawa, CEO of LINE. "Through this partnership, the NBA will be able to connect with LINE's more than 181 million monthly active users and communicate with NBA fans all over the world. LINE also looks forward to expanding its user base outside Asia into other regions where basketball is also extremely popular, such as Europe and the Americas."

The NBA's official account on LINE will be available on mobiles, tablets, and PCs. To receive digital content such as NBA events

and off-the-court happenings, users must add @nba\_global on LINE as a "Friend." Also, NBA will be releasing NBA-themed LINE of stickers of active players and legends for users to add quirk and basketball goodness to their message-exchanges with friends.

"As a leading communications platform, LINE has entrenched itself into the daily lives of millions of users across the globe," said Scott Levy, NBA Asia managing director. "The NBA enjoys a large international following and, through this partnership with LINE, we will provide our tech-savvy fans with another way to enjoy and engage with the NBA, wherever they may be."

"Friend" the NBA's official account on LINE by adding @nba\_global.



# GMovies partners with Power Plant Cinemas

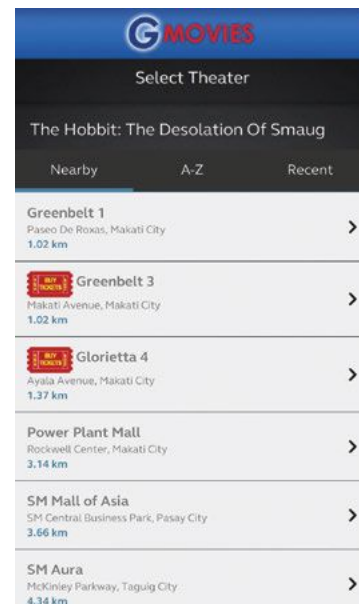
**No longer will Power Plant Cinemas' clients have to queue up in line and wait for seats just to watch the next big movie. In partnership with GMovies, Power Plant is tapping the all-in-one movie going app solution so their customers can buy tickets and reserve seats right on their mobile phones.**

Using GMovies, moviegoers can update themselves on titles that are currently being screened as well as those that will be released at a later date. Daily movie schedules are also viewable, and should patrons want, they can choose the best seats and purchase tickets with just a few taps on their smartphones.

"Since we launched GMovies, our main goal is to give more people access to a convenient way to enjoy the movies. With our new collaboration with Power Plant Cinemas, we are able to extend the convenience of viewing movie schedules and buying movie tickets to more moviegoers. With its world-class cinema equipment and facilities, we are excited to partner with Power Plant Cinemas and give our customers a movie experience like no other, so they can get inside and not in line," said Globe vice president for digital media Glenn Estrella.

Ticket payment options include voucher codes, and MasterCard or Visa credit cards. A Bank Payment option is also available for customers, wherein the app prompts users with a step by step process to complete the transaction.

Developed by Globe Telecom, GMovies is available for both Android and iOS users. It currently has a total download count of over 100,000.



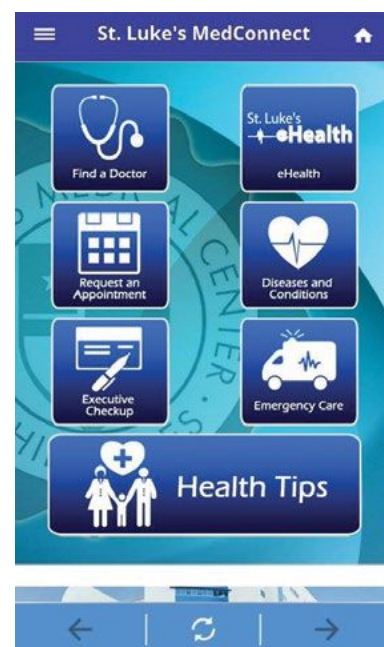
## St. Luke's MedConnect is your medical companion on the go

**The landscape has changed; with connectivity and mobility taking the lead, more and more are turning to the Internet. Health care, not to be left out, is now seen leveraging existing platforms and technology to improve. In recent years, a number of apps designed to help and improve health have emerged.**

Acknowledging this growing trend and thriving demand, St. Luke's Medical Center is redefining Philippine healthcare with the launch of its first mobile application touted as St. Luke's MedConnect. This app is designed to give the public easy access to the world-class hospital's wide array of healthcare services, anytime and anywhere.

MedConnect is an easy-to-use mobile app that is designed to make transactions with St. Luke's more convenient and without a hitch. The app allows users to request an appointment with a St. Luke's doctor, access one's laboratory results, reserve a room, pay online, schedule executive checkups, and access to hundreds of health tips.

The St. Luke's MedConnect app is available free for download at the Apple App Store and Google Play Store.





# Android One phones available through Smart and Sun



**Google's recent launching of Android One phones in the country has drawn the attention of Smart Communications, Inc. as it aims to further provide cutting-edge and affordable devices and internet access to more Filipinos.**

"We believe the Internet should be experienced by as many users as possible, which is why we have launched digital inclusion initiatives like our free Internet offer that have encouraged more people to go online. This partnership with Google for Android One will surely accelerate our 'Internet for All' initiative that paves the way for more Filipinos to experience the best of the Internet using their mobile phones," said Charles A. Lim, EVP and wireless consumer division head at Smart and Sun Cellular.

Smart and Sun will offer the Cherry Mobile One through both Plan 499 and Plan 399. The prices include free data allowance for official Android OS updates and Google Play downloads for the subscriptions' first six months. The same benefit will be given to those who buy the MyPhone Uno from Smart and Sun retail outlets, in addition to data allowance for Google searches.

Additionally, users of the above phones can download paid apps using prepaid load or charge them to their postpaid bills.

The Cherry Mobile One and MyPhone Uno are some of the first budget handsets to run Android 5.0 Lollipop out of the box. The OS brings a new design philosophy called Material Design, notification improvements, battery-saving features, and a smoother experience compared to its predecessor.

The much anticipated Android One launch is a Google initiative which seeks to bring the coveted Nexus experience to price-sensitive markets. All the parts and components used for Android One phones are first certified by Google to be compliant to their hardware and software standards. This ensures that they receive timely updates and are as close as possible to a pure Android experience.

## Infinity Nados spin to Philippine stores

**A rehash of the local *trumpo*, the Bey Blades, have themselves gotten an upgrade in the form of the Infinity Nados. Made by well-known toy manufacturer Auldey, the Nados are fighting tops based on the anime series of the same name. What makes them different is the RFID chip in the toy which tracks and compares your progress with other players in the country and in the world.**

The Infinity Nados are mechanical spinning tops composed of five interchangeable layers that alter its center of gravity, allowing players to choose an aggressive, defensive, or stable play style. Four top types are available to choose from: attack, defense, endurance, and balance; each with two variants bringing the total number of tops to eight.

The RFID is located in the top-most piece and it stores the player's personal information, certification, accumulated score, stats, data, and fight history. To access these, a player must first build his top, scan the chip with a separately bought digital scanner, connect to a PC, and activate his Infinity Nado.

Infinity Nado Coaches Jessica, Gem, and Angel will be touring around major toy stores in the country to talk with gamers regarding the new fighting tops. They will teach newbies basic and advance techniques of the metagame, assist them in activating their player profile, and give them a Nado Passport—a badge allowing them to enter Auldey-sanctioned tournaments around the globe.

The Infinity Nado tops are available at various toy stores including Toy Kingdom, Toy Town, and Toys R' Us at a PHP 499 price tag.



# Petron Fuels & Engine Oils: The Perfect Match for your Ride

**As the only and biggest Filipino refiner, Petron has a deep understanding of the unique driving conditions on Philippine roads, and Petron takes pride in formulating products that will deliver optimum efficiency for Filipino motorists. For the growing two-wheel market, Petron has the right fuels and engine oils that are the perfect match to bring out the best in your ride**

Engine oils are essential to ensure efficient engine operation. They have two primary functions: to minimize friction and to prevent wear on the moving parts of engines. In addition, engine oils also act as a coolant, protect metal parts from corrosion, and prevent formation of engine deposits.

Petron Sprint 4T Motorcycle Oils are designed to meet the unique performance requirements of four-stroke motorcycles. Unlike passenger cars, motorcycle engines require lower oil volume, have higher power output, and operate at higher engine speeds. With these special considerations in mind, Petron Sprint 4T is formulated with Thermal Control System (TCS) to enhance the oil's thermal and oxidation stability, which are critical for motorcycle engines due to their unique operational requirements.

All Petron Sprint 4T oils are offered in different viscosity grades and quality levels to cater to different operating conditions, and have been uniquely formulated to be among the best in the market.

Petron Blaze 100 Euro 4: Meets European Quality Standards is a revolutionary fuel formulated to unleash the full potential of high-performance engines. As the only Euro-4 compliant fuel with 100-octane rating, it delivers powerful performance while meeting stringent emission standards. It is formulated with a fully-synthetic additive, organic combustion enhancer, and friction modifier that provide outstanding engine performance, improved fuel economy, and reduced emissions.

Petron XCS: Complete Combustion System is a 95-octane high-quality premium gasoline formulated with an additive technology based on organic combustion enhancer for quick engine response, excellent engine protection, and optimal fuel efficiency.

Optimize your ride. Use only Petron Sprint 4T with your preferred Petron gasoline.



**PETRON**  
**SPRINT 4T**  
4-Stroke Motorcycle Oil





***No matter the driving condition,  
there's a Petron fuel custom fit for your car.***

**\*WITH UNIQUE WORLD-CLASS  
ADDITIVES**

**\*ACCURATE FUEL VOLUME EVERY TIME  
YOU GAS UP**

**\*HANDLED AND TESTED METICULOUSLY  
EVERY STEP OF THE WAY**



**PETRON  
SUPER  
XTRA GASOLINE**

**XTRA  
ADVANCE**

**XCS**

**BLAZE 100  
EURO 4**  
MEETS EUROPEAN FUEL QUALITY STANDARD

**TURBO  
DIESEL**

**DIESEL  
MAX**

Petron Super Xtra Gasoline 91 octane is a quality gasoline with a special additive that cleans and protects important parts of your car's engine.

Petron Xtra Advance 93 octane is the proven efficient fuel that has gas-saving boosters and fully synthetic detergents that keep the engine clean and make you go for the extra miles.

Petron XCS 95 octane is the triple action premium gasoline with the complete combustion system that provides smooth engine response, superior engine protection and optimal fuel efficiency.

Petron's first premium-plus gasoline with 100 octane that meets the European fuel quality standard compatible with Euro 4 vehicle technology. With its excellent fuel quality combined with an advanced additive system, you get the benefits of a powerful performance from an efficient and enviro-clean fuel.

The only Petron diesel with an advanced additive technology designed to deliver maximum performance in high speed diesel engines. Your powerful vehicle deserves only a powerful fuel.

The high quality diesel with enhanced cleaning technology that delivers improved fuel economy and cleaner emissions for longer engine life.





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